

Tacton Smart Commerce
Presents

Seeing is Believing

Visualize the Future of Manufacturing Sales

Begin Your Journey to the Forefront of Manufacturing
Sales with 3D Visual Configuration

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What is Visual Configuration?

The buying journey for your customers is more difficult than ever. With unlimited options, it can become difficult to stand out in a crowded field. With over 57% of the buying journey completed before a prospect speaks to your sales rep* it's critical to give a visual way to interact with your products, online.

Visual configuration and Augmented Reality (AR) go beyond just enabling your sales team to give a visual representation of your product. Through self-service your customer will be able to start the configuration process on their own, allowing for a fully immersed buying experience. For manufacturers that means full support throughout the entire buying life-cycle.

The smallest details count when it comes to selling manufacturing products. With visual configuration, it's easier than ever to create photo-realistic visuals of customized products in real-time. Lack of product knowledge, misunderstandings and different expectations cut into revenue, margin and customer experience.

Visual configuration is the solution for empowering your sales and customers to get more out of your product. Real-time visuals allow your buyer to understand how different features change the configuration of their product. With visuals, your customer, even non-technical, can configure a valid and custom product on their own.

Gartner*



Whether your customer is looking for a full view of the product or a detailed interior, an interactive visual configuration can bring your customer closer to their unique product



Transformation Starts with Visual Configuration

Today there are countless opportunities to leverage new software and gain increased efficiency, competitive advantages, lowered operating costs and more. Yet, along with its advances, the manufacturing industry has become an increasingly complex industry to sell in.

Allowing your customers to start their configuration process online before interacting with a sales rep engages customers in a new way, while also generating marketing leads for the organization. Manufacturers who take advantage by allowing customer interaction with custom products can take their business to the next level and stand out.

Within this transforming and expanding environment, it is certainly challenging – if not impossible – for a manufacturer to ignore the changing landscape that increasingly calls for visual configuration.

For that reason, more organizations are choosing to pursue visual configurations to boost sales and engage their customers like never before.



Immersive
Experience



Gain Trust with
Visualization



Efficient and
Effective



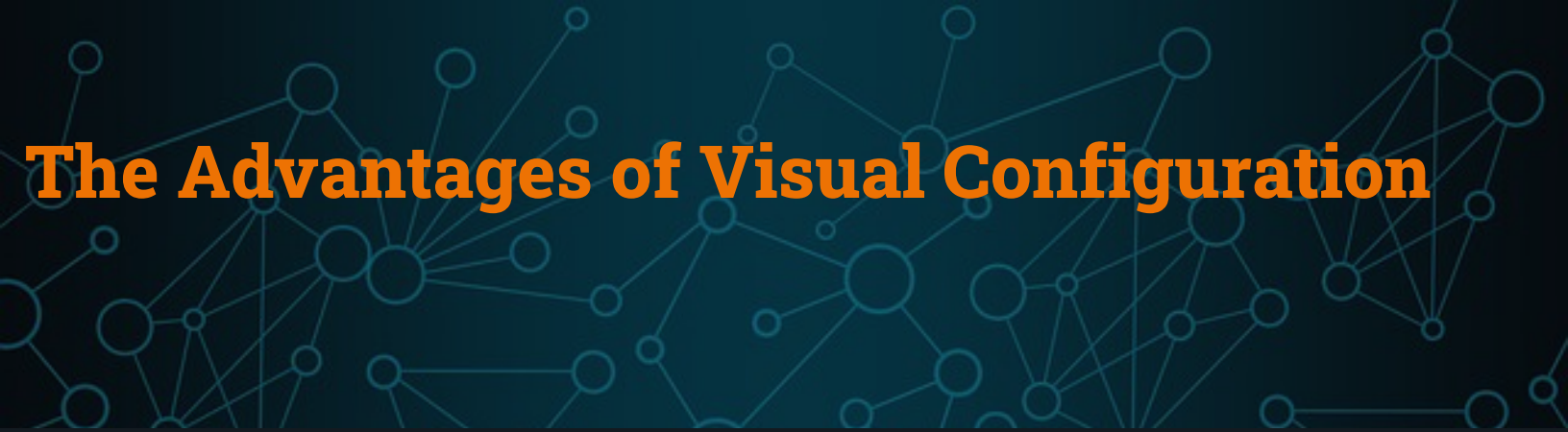
WOW your
Customers



Mobile-Enabled



Strengthen Your
Brand



The Advantages of Visual Configuration



Engage Your Customers Like Never Before

Showcase your products in an impressive way instead of relying on text-based descriptions. Increase the chance of closing the deal by allowing the customer to create their own product on their own, or side by side with a sales rep.



Interact Intuitively

Interactive configuration with drag-n-drop lets you interact in a more natural way with the product, bringing the design process to life – augmented reality (AR) even lets your customer visualize the product in its real-world context.



Reduce Costly Miscommunications

Visual Configuration creates a mutual understanding between you and your valued customer. Costly miscommunications are significantly reduced by providing more accurate expectations.



Gain a Competitive Advantage

With so much competition for prospects, it's important to stand out. With Visual Configuration and AR, it's possible to offer them something different, a chance to be at the center of the design process.



Last, but Most Important, Boost Your Sales

The bottom line? It's always about increasing sales. With Visual Configuration and AR, it's easier than ever to give your customers an experience that will stick with them. In the new B2B buying journey the WOW factor goes further than anything else.

Data on Visualization Trends

Talk is cheap in tech, luckily for you, we've got numbers that prove the importance of Visualization.



90% of the information transmitted to the brain is visual.*

*MIT



Human brains process visuals 60,000 times faster than they do text.*

*University of Minnesota



To gain a competitive advantage in manufacturing new technology is needed. Visualization is the next step manufacturers must take in order to become invaluable to their customers.

In Closing

The broad, complex industry requires manufacturers to enhance their customer experience while ensuring operational efficiency and profitability. While it can be challenging to achieve, the requirement to engage customers must be at the forefront of manufacturers' digital transformation strategies. With Visualization, it's easier than ever to stand out in a crowded field and become an industry leader.

The time is now to act. Like never before, manufacturers are investing in technology to digitalize their business and transform their customer experience. This is why it's time to give the customers what they want, to see their products live in their real environments.

Do you want to become a footnote by doing things the old way? Or do you want to be on the cutting edge of technology and sales? Don't think too long, your competition is calling us as well.

Contact us today at www.tacton.com

Or call us direct at: US: +1 312 973 0523 EU: + 46 8 690 07 50

Want More?

Download the Tacton CPQ AR App and scan the QR code to take your journey even further!

