

The new standard:

# Redefining digital showrooms with 3D configuration

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# OVERVIEW

## Setting the new standard: Digital showrooms and 3D configuration

### Useful Terms

#### 3D product configuration:

Consumers build their own products using customizable options on e-commerce sites

#### Augmented Reality (AR):

consumers see digital renderings of products in their own, real-life environments.

#### Real-time pricing:

consumers immediately see the price of a made-to-order product.

#### Direct-to-consumer (D2C):

Products are sent directly to consumers and not shelved in warehouses.

#### On-demand manufacturing:

Products are manufactured once a consumer places an order.

**A purchase within the mobility industry** – think cars, trailers, industrial vehicles, and e-bikes – is a big decision. It is time-consuming, potentially confusing, and almost always expensive. And when it comes to custom-made features, consumers never know exactly what they are going to get until the product itself arrives, meaning it's too late to make changes on a purchase that will be with them for years, if not decades. To gain a competitive edge, manufacturers must address these issues, making use of technology that holds the potential to transform the landscape of the mobility industry.

**3D product configuration**, for example, enables manufacturers to provide consumers with the chance to see a realistic version of a product – a car, a bike, a trailer – in a digital showroom, before they receive it. This means manufacturers or companies never have to say “no” to customers who are seeking unique configurations.

**Expivi's platform immediately integrates AR and 3D configuration for every customer.** Our simple, easy deployment enables companies within the mobility industry to adopt the technology as a new standard, resulting in increased overall customer satisfaction and engagement. It also results in decreased returns, requires less warehouse space, drives growth, and improves sales and marketing efforts.

### Key trends within the mobility industry:

- Giving consumers accurate representations of products online
- It greatly improves customer experience and satisfaction, increasing conversion rates by 40%
- 70% of customers expect a configured payment directly from the dealership's website



# Rising consumer demand for digital experiences and showrooms

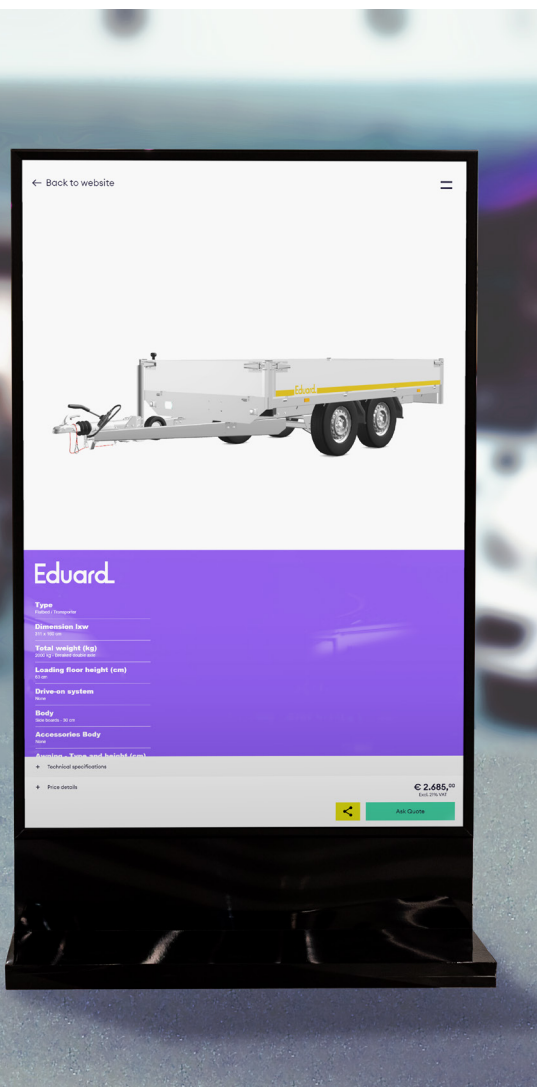
## AN EASY WAY TO EXPLORE ALL OPTIONS FOR A PRODUCT

According to recent research, **83% of consumers now depend on e-commerce to narrow down their choice of vehicle purchase!**<sup>1</sup> This saves both customers and dealerships time, and provides a more convenient shopping experience to buyers – for the mobility industry enabling them to browse a digital showroom of a company’s offerings, as well as all customization options – something not always possible in a physical, brick-and-mortar location. In a digital showroom, customers are able to quickly alter the configuration of their product, view a digital representation of exactly what it will look like, how much it costs, and be made aware of its availability via Expivi’s Configure Price Quote (CPQ) functionality.

Additionally, a survey by CDK Global<sup>2</sup> revealed that **70% of customers expect to be able to configure a payment directly from a dealership’s website**, while 83% said that the ability to start or complete a mobility industry purchase online would help them more easily and quickly decide what to buy.

Providing customers with an easy way to explore all options for a product – and see real-life visualizations of them – and complete, or at least start, the purchasing process online no longer a consumer want – it is a need. Those organizations that adopt AR and 3D configuration technology will find themselves in advantageous positions in an increasingly competitive market, **increasing conversions by as much as 40%**.<sup>3</sup>

1 AdStrat. (2022.)Using E-commerce Principles for Automotive Dealership Success. AdStrat blog. <https://ad-strat.com/using-e-commerce-principles-for-automotive-dealership-success/>  
2 V12. (2021 August 9.) 90% of Car Shoppers Prefer a Dealership Where They Can Start the Buying Process Online. V12 blog. <https://v12data.com/blog/90-car-shoppers-prefer-dealership-where-they-can-start-buying-process-online>  
3 Apviz. (2021 May 10). How 3D marketing can help raise your conversion rates. Apviz blog. <https://apviz.io/blog/3d-marketing/>





# Driving growth through the principles of e-commerce

## REAL-TIME INVENTORY UPDATES TO SHOW EXACTLY WHAT IS AVAILABLE

Through customer access to digital showrooms and 3D configurations, your organization can adhere to the principles of e-commerce that will increase sales potential and deliver a more satisfying customer experience.

One way to do so is diversification of your online presence. The ability to show an increased number of your products with various levels of personalization and customization means you can broaden your horizons of who you target – and, just as importantly, where you target them – online, from your own website to those of third-party marketplaces.

Utilizing real-time inventory updates also keeps your customers aware and informed about exactly what is available to them – while enabling virtual offers shortens sales cycles and ups the volume potential. This also helps bypass potentially lengthy negotiations by offering customers the confidence they need to make a purchase that is right – and affordable – for them. Clear, immediately accessible returns and warranty policies, meanwhile, can further streamline the online purchasing experience, preventing potential sales blockers or obstacles by providing peace of mind to any concerns buyers may have.

**“When a client comes to the office, we can just put the product on a big screen and configure it together, clicking through the different options”** “We currently show a lot of photos. The 3D models we have are way more complex, and with Expivi we can achieve the simplicity we need in meetings with prospective clients. We will be using it a lot,” said Michiel Becx, Owner of Expandable, a trailer and container company, which sees its products used as COVID vaccination points, pop-up restaurants, mobile showrooms and race trailers – among a variety of other uses. **“With the Expivi platform, Expandable is able to redefine movable space.”**



# Improving customer experience and sales support

## OFFER A UNIQUE AND INTERACTIVE 3D EXPERIENCE

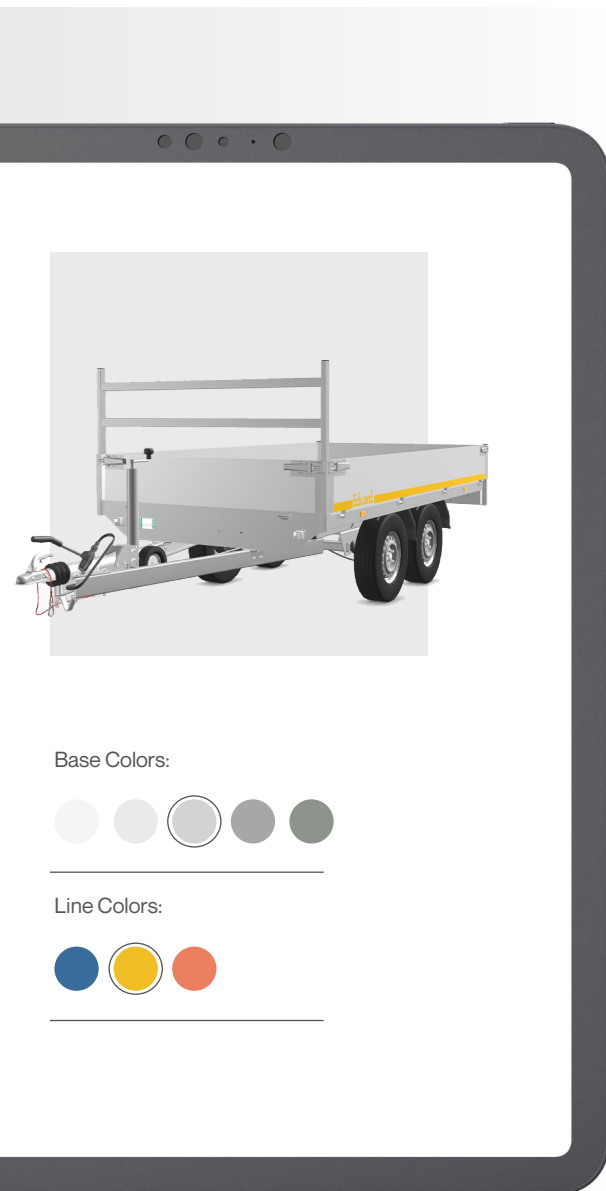
Using AR and 3D configuration, mobility industry companies are able to realize a host of benefits, including improving customer experience by helping customers better visualize and customize their products.

Using Expivi, Dutch e-bike manufacturer doppio is able to offer its customers easy visualization of thousands of potential configurations for its bikes, ensuring customers always get exactly what they need.

**“Saying, ‘We don’t have this bike or accessory in the shop right now’ is a thing of the past,”** said Peter Eiselin, CEO and Founder of doppio. **“People want convenience, and with the configurator, we are able to meet and exceed their expectations.”**<sup>4</sup>

A better customer experience, meanwhile, supports sales – helping sales representatives more efficiently engage their customers and more quickly expand sales distribution. **Here, Expivi’s 3D configurator helps trailer manufacturer Eduard boost sales by 50%**<sup>5</sup> and drastically reduce returns by offering a unique and interactive 3D experience to consumers.

This allows consumers to easily configure and personalize their desired trailer. These adjustments to the product can immediately be viewed in 3D from any angle – as well as up-close details.



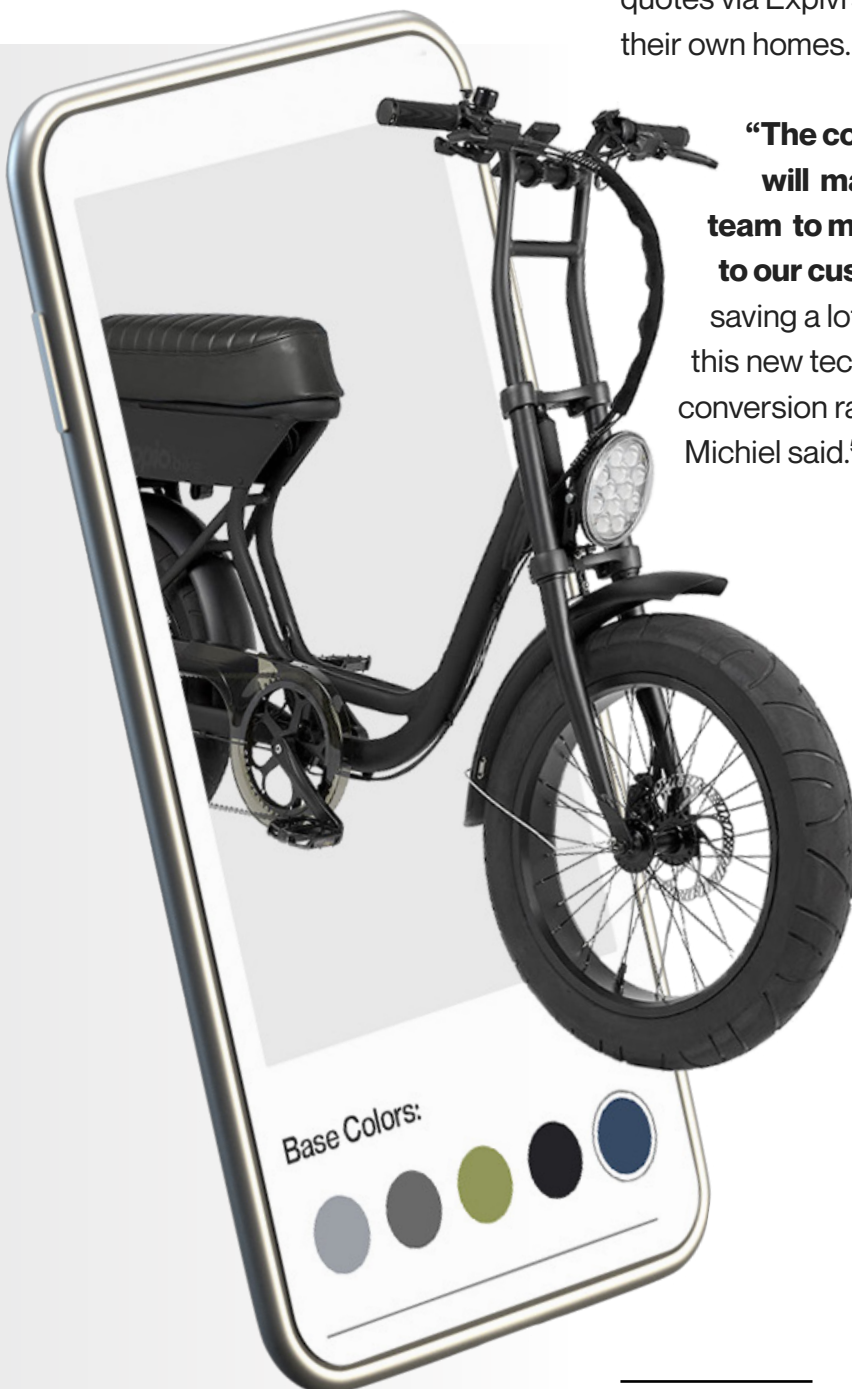
4 Expivi. (2021.) Doppio Doubles the Fun With 3D and AR. Expivi use case. <https://lp.expivi.com/3d-ar-product-configurator-doppio/>  
5 Expivi. (2021.) Revolutionary 3D trailer configurator. Expivi blog. <https://www.expivi.com/en/trailer-configurator>



# Improving customer experience and sales support

**SPEED UP CONVERSION RATES AND SCALE FASTER**

The 3D configurator provides excellent insight into all the features that the trailer may offer. It also saves the customer time, as they no longer have to view trailers in-person or on-site, and instead can start customizing – and receive direct quotes via Expivi’s CPQ functionality – from the comfort of their own homes.



**“The configurator that we’ve built with Expivi, will make it much more efficient for our sales team to make quotes that are catered specifically to our customers’ needs and expectations. We’re saving a lot of time in our day-to-day operations with this new technology in place, and speeding up conversion rates. It’ll definitely help us scale faster,”** Michiel said.<sup>5</sup>



## Increasing cost efficiency – and saving time

### SEE REAL-LIFE VISUALIZATIONS OF THE PRODUCTS ON TOUCH SCREENS

AR and 3D configuration also play key roles in increasing mobility companies' cost efficiency. With the technology, there are less logistics for every location or warehouse, as products can be manufactured on demand and sent D2C – reducing operational costs and friction at every step of the supply chain, as well as improving organizations' sustainability initiatives by reducing CO2 emissions from transportation. Additionally, **it enables brands to react faster to market changes and trends.**

The configurator, for example, supports doppio's direct-to-consumer business model, as doppio no longer needs to place as many bikes in each of its showrooms. Instead, consumers configure a bike and are able to see a real-life visualization of it on touch screens, as they configure and customize it to their liking. This also saves both customers and sales teams time.

**“The configurator makes it much more efficient for our sales team to make quotes,”** Michiel said. “The client will have a better idea of what we have and can already send a message with what they want and make a quotation on that. They were doing most of their outreach by email and phone calls. On the phone, they get a better idea of what the client wants. Their products are in many different markets, and can be used in endless ways and places. What each client wants is very different. Some clients want glass walls for their trailers, others want a full glass look. That's where this configurator really comes in.”

“We want to deliver an inspiring customer experience across all our touchpoints, whether customers are visiting our website, our brand store, or any other product placement location,” Peter adds. “That's where our collaboration with Expivi comes in; together we've built a smart solution with which we'll deliver the full doppio experience to customers.”



# Innovative marketing and product placement

## BENEFIT WITH INNOVATIVE MARKETING EFFORTS WITH 3D AND AR

Perhaps surprisingly, AR and 3D configuration is also of great benefit to innovative marketing efforts that can be created from anywhere, and with far less logistical effort. Because products can be visualized anywhere via a phone, tablet, or computer – the borders of what is possible with product placement are ever-expanding, especially **with the rise of the metaverse, which will merge the digital and real world: a perfect platform for AR marketing.**

“The whole AR is amazing. We’re still in the phase of exploring what we can do with it. I did some nice guerilla pictures with the bike, because you can put the bike in your house, in the field,” Peter said. **“For marketing purposes, we can put it at a place you will never expect and also say, the bike was also here– without the logistics behind it.”**



Main Colors:



Frame Colors:



Add Expandable Wrap:







## Conclusion

### **THE TIME IS NOW TO STRIDE FORWARD INTO 3D TECHNOLOGY**

The mobility industry is, by nature, always evolving. New features, new products, new technologies – brands and companies must be able to act quickly and decisively to address new market trends and rising customer demands. To effectively do so is to hone a competitive edge that will elevate your organization above the competition – and delight customers around the world.

As Expivi, we believe the power to gain this competitive edge lies in AR and 3D configuration technology that is as easy to use as it is powerful and memorable – creating customer experiences that are engaging, efficient, and effective. Fully leveraging the technology is fast becoming a must for brands seeking to stand out from the crowd.

### **Ready to get started with AR and 3D product configuration?**

Get in touch today, and a member of the Expivi sales team will contact you regarding a (free) demo: [sales@expivi.com](mailto:sales@expivi.com)



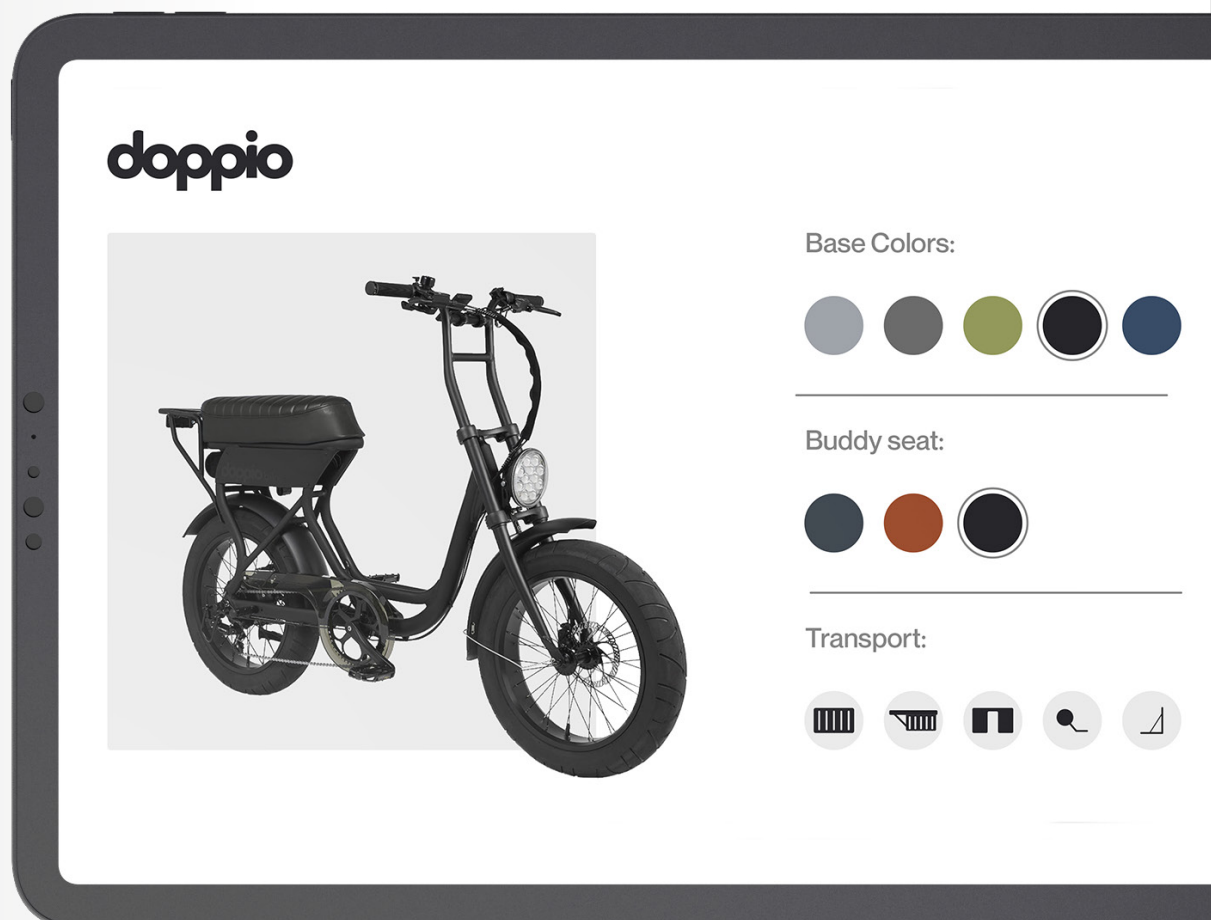
# Get Started With 3D Product Configuration

Expivi is a Software as a Service that enables businesses to offer an amazing customer experience powered by a 3D configurator and Augmented Reality. The platform configures price and quote instantly, streamlines the flow from manufacturer to customer by automating the bill of materials for production, provides greater sales velocity and reduces production errors. Brands can give customers more choices without consuming an excess of products, and reducing inventory.

Expivi accelerates the path towards a direct-to-consumer future.

Founded in 2017, Expivi is headquartered out of Eindhoven in The Netherlands, and has established a team in Salt Lake City, USA since 2020, and in Munich, Germany since 2022.

[www.expivi.com](http://www.expivi.com)





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