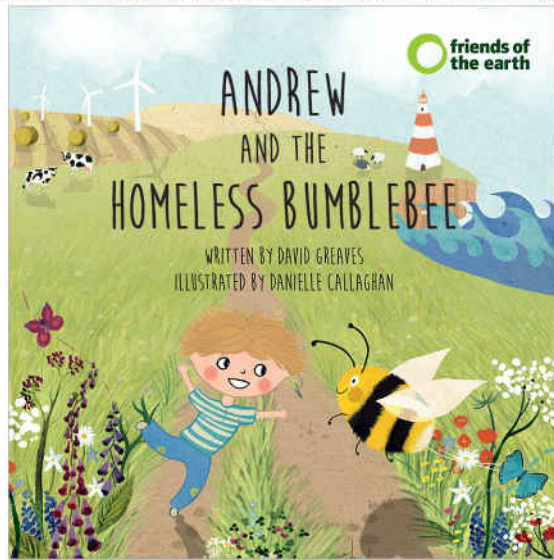


The Secrets of Being a Successful Customiser



1. Use Previews



People are reluctant to buy what they cannot see

Previews are proven to drive higher conversion

Up to 50% improvement

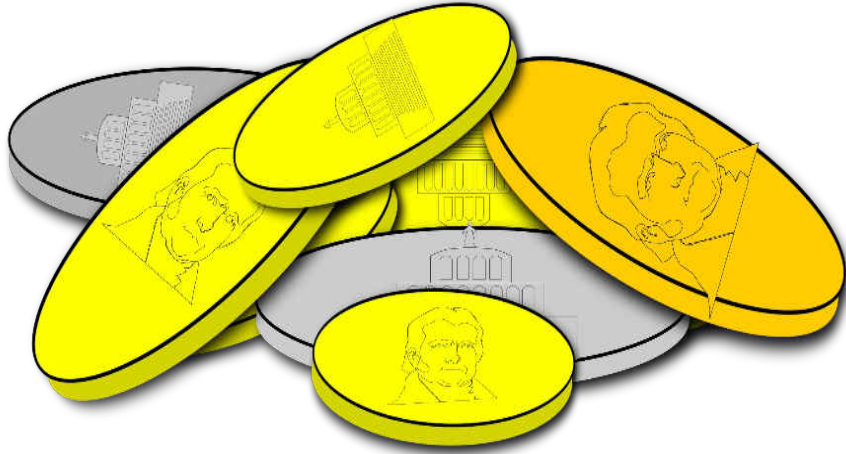
2. Focus on Product Quality



Products need to be
good quality

Historically product quality
has not always been as
good as mass produced
products

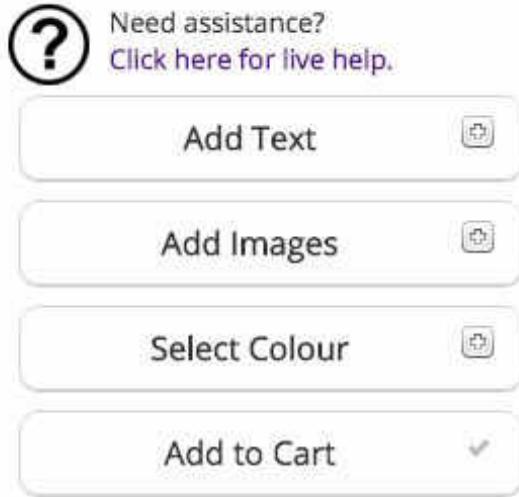
3. Sensible Pricing



You can get a premium for personalisation but be careful as there is a tipping point

With modern production you can produce very cost effectively

4. Great Customer Service



Use tools like live chat to make sure people do not get stuck in the process – these products are more complex than Add to Cart

[Take a look](#)

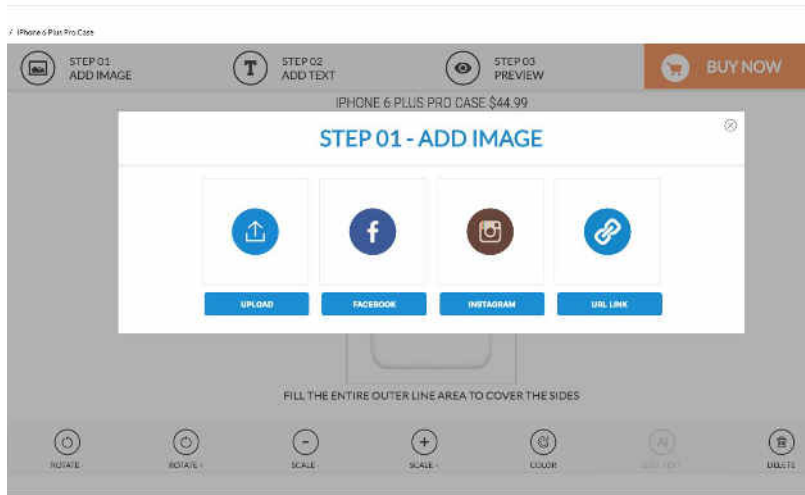
5. Guarantee



People are sometimes nervous buying something made to order

You need to promise and promise customer satisfaction – also back up with reviews

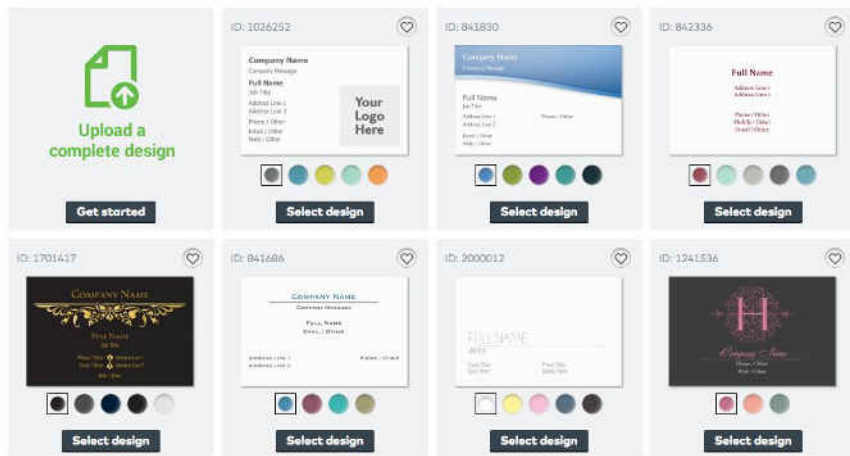
6. Must be easy to use



Many customisation tools
are way too complex
keep it simple

Try out customisers on
friends & family

7. Limit Choice



Sounds a bit weird this one
but unlimited choice leads
to indecision

Using options like
pre-designs / templates
helps with conversion

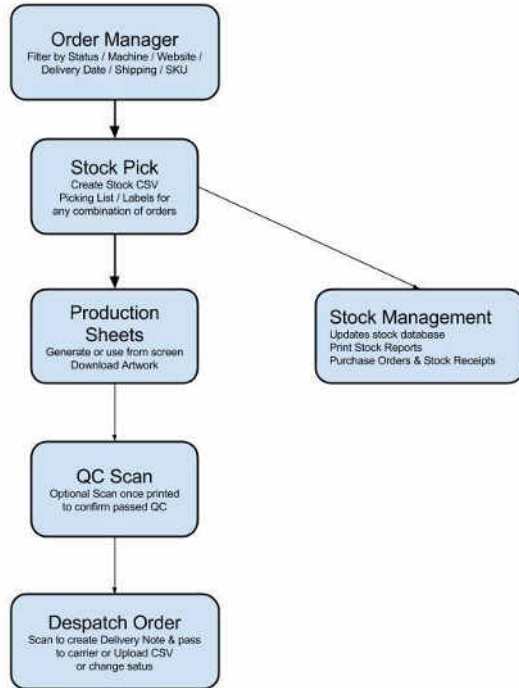
8. Sell Emotion



People like products they
have created or can
associate with so you are
really selling emotion as
much as product

Focus your site on
emotions / events rather
than products

9. Invest in Process



Good customisers need good processes – you need to make sure products are cost effective to produce in bulk – tools like **our OMS** make this affordable

10. Cross Sell



Once somebody has created something they love give them the option to expand to other products – it is much easier to cross sell personalised products than traditional ecommerce

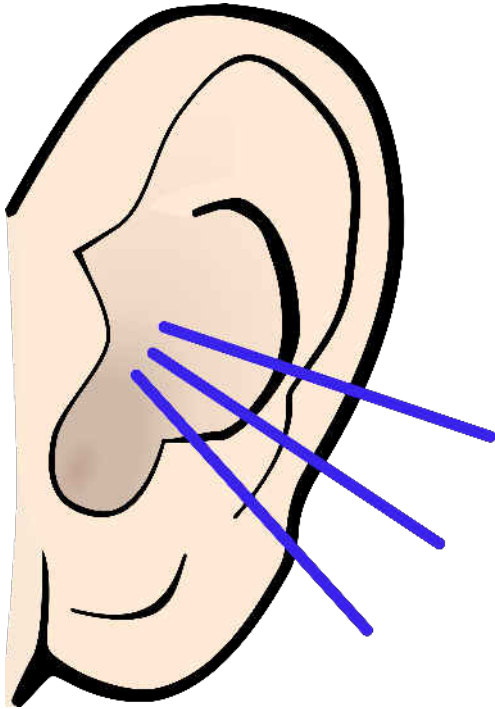
11. Harness Social Networks



People want to share help
them spread the word

it is also a great source of
images and content for
products and a great
marketing tool

12. Listen & Learn



It is so quick to make changes so easy to update products on your website

Listen to your customers and give them the products and templates they want – they are the best source of what sells