PERSONALIZATION IS NO LONGER A PERK, IT’S A REQUIREMENT

It’s a fact. Customization and personalization serve to enhance the brand-customer relationship and boost sales. So, why isn’t everyone doing it? Simple answer: they should be. Today’s consumer expects a certain level of ownership over a product before purchasing it. Whether taking a test-drive, ordering sample products to try at home, or interacting with digital experiences to personalize and share for feedback - there’s no doubt that these engagements inspire a deeper attachment to a product before a buying decision has been made. But, why stop there?
APEXelect: turbo-charge the customer journey

As part of 3DEXCITE APEXsuite, APEXelect provides product configuration on steroids. Offer customers configurability at every point along their customer journey and watch them evolve into an advocate, ambassador and advisor for a brand overnight. This modular solution can be tailored to fit your brand’s exact needs. With several components available, the solution can be as broad or exact as required to fulfill marketing prerequisites. Scaling is easy and direct with options including: APEXelect (Premium Dealer POS System), APEXimagegen (2D Layer-based Web & Mobile), APEXstream (3D WebGL-based Web & Mobile + Streaming-based premium mobile with a 2D fallback solution).

APEXelect is the catalyst to enhancing every interaction a customer has with a brand. Based on the valuable data prospective purchasers share in a retail POS, 3DEXCITE has developed an approach to reward them with MORE personalization. Why not reflect their ideal product options everywhere they shop? Online, at-home or in-store, the content is always relevant because they’ve ‘designed’ it. The messaging resonates because they’ve shared their exact product essentials and upselling is inherent because based on all of this, predicting the NEXT BEST PRODUCT is no longer a gamble.

Leverage your media network, agency network and bolster the CRM approach simultaneously with the APEXelect solution. Because the information flowing to-and-from the customer is supported on the back-end by 3DEXCITE’s render-cloud, the data can feed these outlets with up-to-date information which streamlines the activities of all three almost instantly.

Our 3DEXPERIENCE® platform powers our brand applications, serving 12 industries, and provides a rich portfolio of industry solution experiences.

Dassault Systèmes, the 3DEXPERIENCE® Company, provides business and people with virtual universes to imagine sustainable innovations. Its world-leading solutions transform the way products are designed, produced, and supported. Dassault Systèmes’ collaborative solutions foster social innovation, expanding possibilities for the virtual world to improve the real world. The group brings value to over 190,000 customers of all sizes in all industries in more than 140 countries. For more information, visit www.3ds.com.