



Configurable Bundles

E-Commerce is rapidly growing, enabling businesses to introduce new use cases, like how to simplify the purchase of complex products. Traditionally, complicated items that need intensive customization required sales consultation from an agent. For many customers, individuality and the ability to purchase a compound product is of great importance, especially in B2B. Shoppers are looking for ways to buy complicated sets of products in one place at their own convenience. By simplifying the purchasing process as much as possible, Configurable Bundles help you attract and retain customers through personalization and ease of use.

Configurable Bundle are designed to increase sales and customer satisfaction by reducing the complexity of your products, providing your customers with a self-service tool that guides them through the ordering process.

How it Works

The screenshot shows the Spryker admin interface for editing a configurable bundle template. The page title is 'Edit Configurable Bundle Template: 1'. The interface includes a sidebar with navigation options like Dashboard, Sales, Customers, Category, Content Management, General, and Products. The main content area is divided into 'General' and 'Slots' tabs. The 'Slots' tab shows a table with columns for Slot ID, Slot Name, and Number of Items. Below this, there is a section for 'Slot 1' with a table of products, including columns for Product ID, SKU, and Name. The products listed are various types of standing desks with different features and prices.

Slot ID	Slot Name	Number of Items	Actions
1	Slot 1	15	[Link] [Delete]
2	Slot 2	26	[Link] [Delete]
3	Slot 3	28	[Link] [Delete]
4	Slot 4	50	[Link] [Delete]

Product ID	SKU	Name
122	379054	UPLINE standing desk, electrically height-adjustable - 725 - 1183 mm, WxD 1800x 800 mm - tabletop white
123	379057	Hammerbacher UPLINE standing desk, electrically height-adjustable - 725 - 1183 mm, WxD 2000 x 1000 mm - Laptop white
124	375386	mauer ALLCO writing desk - WxD 1800x 800mm - panel pure white
144	376990	UPLINE standing desk, electric - manual operation, WxD 1800x 800 mm - table surface silver light grey
208	320900	Hammerbacher UPLINE standing desk - manually height-adjustable - 725 - 1183 mm, WxD 1700x 800 mm - tabletop bench desk
239	320907	Hammerbacher UPLINE standing desk - manually height-adjustable - 725 - 1183 mm, WxD 1800 x 800 mm - tabletop bench desk
340	302888	Hammerbacher UPLINE standing desk, electrically height-adjustable - 725 - 1183 mm, WxD 1200 x 800 mm - tabletop bench desk
341	302910	Hammerbacher UPLINE standing desk, electrically height-adjustable - 725 - 1183 mm, WxD 1800 x 800 mm - tabletop light grey
382	375008	Hammerbacher UPLINE standing desk, electrically height-adjustable - 675 - 1200 mm, WxD 1800 x 800 mm - tabletop white
383	375009	Hammerbacher UPLINE standing desk, electrically height-adjustable - 675 - 1200 mm, WxD 1800 x 800 mm - tabletop white

Configurable Bundles are created through a template in your Spryker back-end, which contains all the metadata of the bundle. Slots within the template contain an assigned product list. You can apply an infinite number of slots within your template, simplifying even the most complex product cases.

In the front-end, the customer is allowed to select one product per slot to put their bundle together as desired. As a shop owner you can decide to make certain slots optional as well - allowing the customer to skip ahead. The process of the product selection takes place on an additional configurator page.

Office bundle

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Slot 1	Slot 2	Slot 3	Slot 4	Summary
<p>UPLINER standing desk, electrically height-adjustable - 725 - 1185 mm, WxD 1800 x 800 mm - tabletop white SKU: 575056</p> <p>€639.39 <small>incl. VAT</small></p> <p>Select</p>				
<p>Hammerbacher UPLINER standing desk, electrically height-adjustable - 725 - 1185 mm, WxD 2000 x 1000 mm - tabletop white SKU: 575057</p> <p>€693.33 <small>incl. VAT</small></p> <p>Select</p>				
<p>mauser ARCOS writing desk - WxD 1800 x 800 mm - panel pure white SKU: 575186</p> <p>€427.57 <small>incl. VAT</small></p> <p>Select</p>				
<p>UPLINER standing desk, electric - without tray WxD 1800 x 800 mm - substructure silver, light SKU: 574996</p> <p>€592.52 <small>incl. VAT</small></p> <p>Select</p>				
<p>Hammerbacher UPLINER standing desk, electric height-adjustable - 725 - 1185 mm, WxD 1200 x 800 mm - tabletop beech decor SKU: 103889</p> <p>€592.52 <small>incl. VAT</small></p> <p>Select</p>				

Office bundle

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Slot 1	Slot 2	Slot 3	Slot 4	Summary
<p>Hammerbacher UPLINER standing desk, electrically height-adjustable - 725 - 1185 mm, WxD 1200 x 800 mm - tabletop beech decor SKU: 103889</p> <p>€592.52 <small>incl. VAT</small></p>	<p>office active operator swivel chair, backrest height 550 mm - point-synchronous mechanism, flat seat - seat black, netting backrest, white SKU: 103510</p> <p>€253.30 <small>incl. VAT</small></p>	<p>Wood stackable chair, upholstered - VE 4 pieces, substructure chromed - upholstery black SKU: 212427</p> <p>€482.69 <small>incl. VAT</small></p>	<p>Cherry Optical Mouse GENTIX JM-0300-2 corded USB, black SKU: 426582</p> <p>€8.19 <small>incl. VAT</small></p>	<p>Total</p> <p>€1,336.70 <small>incl. VAT</small></p> <p>Add to Cart</p>



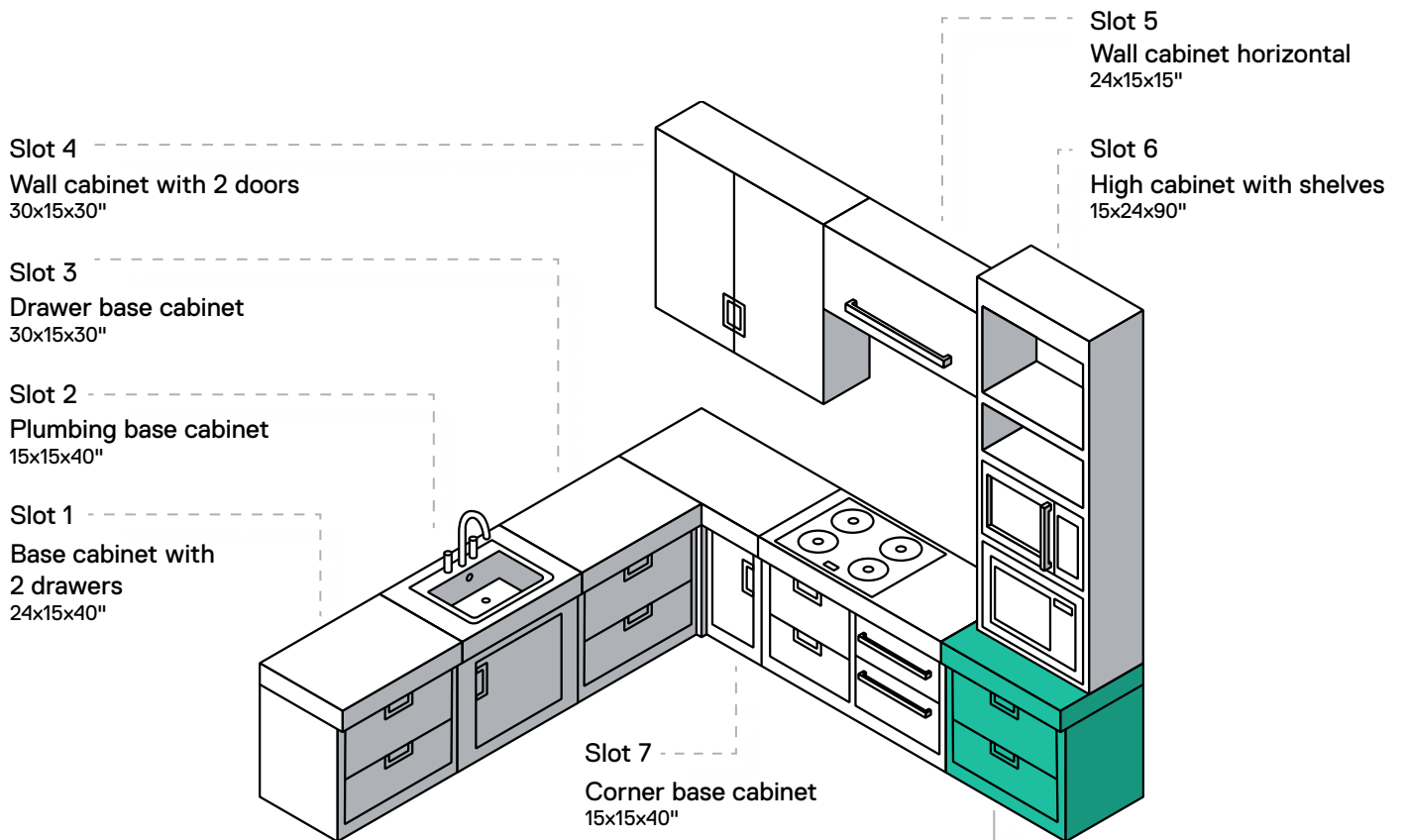
Once the bundle is fully configured, it is grouped and placed in the customer's shopping cart.

Spryker Features Supported

- Cart
- Comment Widget
- Request for Quote
- Shared Cart
- Approval Process
- Customer Specific Prices
- Gift Cards
- Split Delivery

Example Case

A classic example of how a complex product can be put together as a Configurable Bundle is creating your own kitchen. Every cabinet and door, and all its variants, are assigned to individual slots.



The customer is then able to go to the configurator page and navigate through each slot, knowing that each individual slot selection is complementary with the other.

Slot 8

Base cabinet
25x15x30"

Base cabinet with 3 drawers
SKU: 12234

Base cabinet with 2 drawers
SKU: 12235

Base cabinet with 2 shelves
SKU: 12236

Base cabinet with pull-out
SKU: 12237

Base cabinet with wire basket
SKU: 12238

Opportunities When Using Configurable Bundles



Helpful Guiding Tool

The biggest advantage of Configurable Bundles is you can introduce complex products in your online shop that are traditionally sold offline with the help of a sales agent. The configurator page reduces complexity by guiding the customer through every necessary step of the purchasing process. This simplicity allows you to expand your market reach and introduce your product(s) to a new customer base.



Take Advantage of Pricing Opacity

Customers love to get a good deal. However, often times when buying products separately the price point of at least one product causes friction, because it feels overpriced. Bundling several products and giving the customer the opportunity to configure the bundle to their liking, introduces price opacity. This means customers feel less pressured to identify the appropriate pricing of every item and accept the total price of the entire bundle, e.g. combining the purchase of a more expensive data plan with a new phone is often preferred over buying them separately.



Improved Purchasing Experience


Configurable Bundles are often appreciated by customers, because they significantly increase convenience. Choosing from a predefined selection of products and adding an entire set of items with one click significantly cuts down the purchase time. With a Configurable Bundle, customers can get exposed to new products they may not have been sure about buying on their own and end up spending more.





Unified Marketing Efforts

Bundling several items simplifies your marketing efforts. Instead of promoting every item separately, they can efficiently be marketed as one Configurable Bundle, cutting down marketing costs, saving promotion space, and creating new creative angles for marketing campaigns or discount programs.



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