

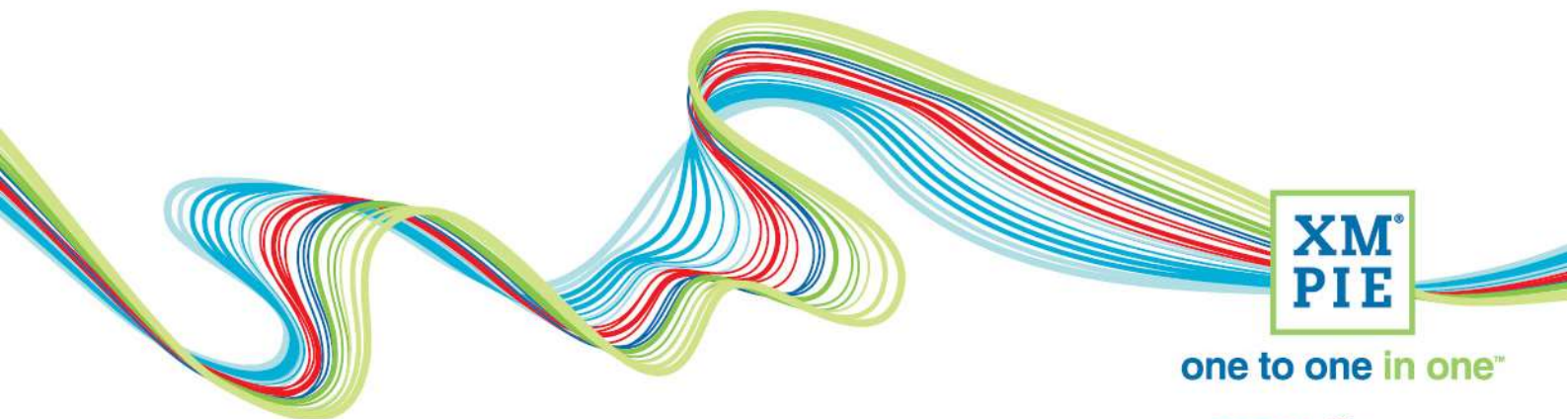
XMPie StoreFlow Training

Transcript for: uStore Kit product overview

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Voice over script

Hi. Welcome to XMPie.

This video introduces the new kit product feature released in uStore version 11.

Kits in uStore can be configured in several ways – and I will demonstrate these in the following videos – but at there are two basic kinds of kit that demonstrate how useful the kit product is.

The first is the Classic kit where certain products are always sold together. – For example, a new employee kit containing a company information booklet, business cards, benefits brochure, etc.

This kind of kit is useful because it is predefined to include all the required items, quantities can be adjusted by the customer, customization is done once for all dynamic products, and it speeds the ordering process.

The second kind of kit is a Bulk order where standard items are listed, the customer can choose to include them, and select a quantity. – For example, a tradeshow kit can list all the items available. The customer can select the items required and the quantity.

This kind of kit is useful when the administrator will not know which products are needed for each order, but the consumer needs a quick and easy way to add, set quantity and complete the order.

Let's look at these two examples, starting with a Classic kit.

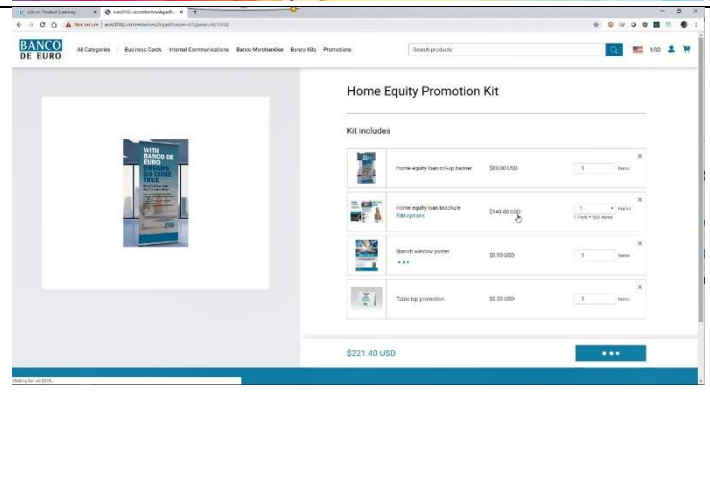
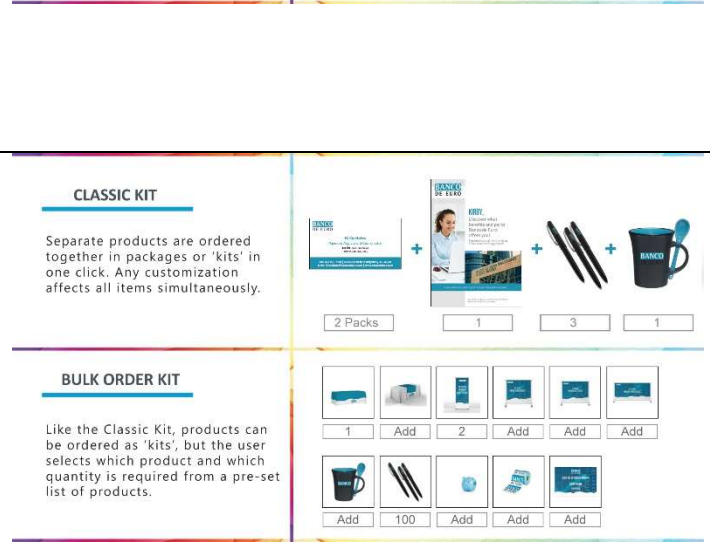
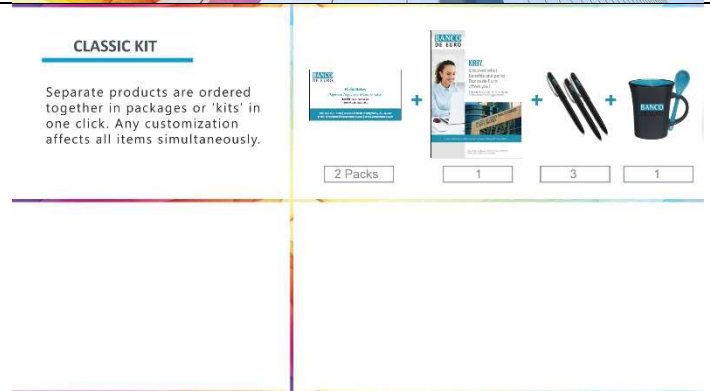
Here we have the Banco de Euro store and this kit is for a branch to order marketing collateral to promote home equity loans.

The kit includes a poster, a pack of 200 brochures, a roll-up banner and table top promotion sign.

The branch manager can adjust the quantity of items required, for example, I want two posters.

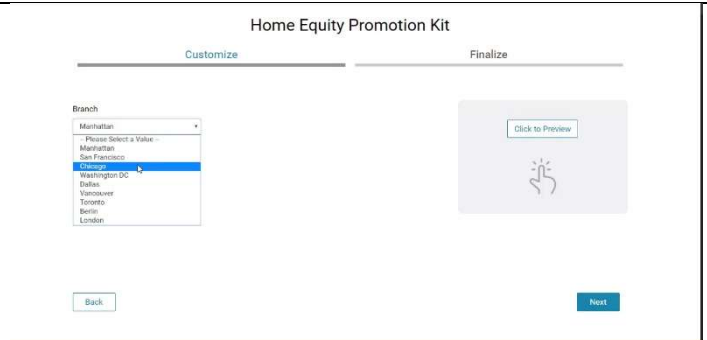
Notice the price updates.

Thumbnail



And on the next step, is the customization for all the dynamic products in the kit.

In this case, it is just the branch location that changes.



I can click to preview, and the two dynamic products are here for me to check.

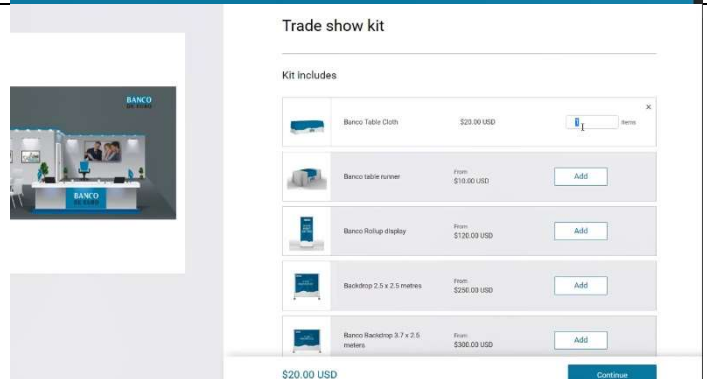
You can see the Chicago loan specialist name, photo and address appears here.

And I can continue to add the kit into the cart.



The tradeshow kit is a bulk order kit. You can see all the available products are listed and click to add the items that you want to buy. Then select the required quantity.

If necessary, you can modify properties, and the one customization step is used for all dynamic products.



Kitting is a frequently requested feature, and with good reason. Kits have many benefits: Both for the customer and the store owner. First of which is efficiency: With just a few clicks you can order multiple products, including entering customization values for all dynamic products, in one step.

Kits are predefined by the administrator, so there is no need for instructions on what products are required, and no more incomplete orders with required items omitted.

When a customer selects a kit product, and they have ordered it before, uStore offers to setup the kit based on the last order – this can save a lot of time and effort for frequent shoppers.

uStore products that have inventory configured can be sold separately and part of a kit with the same product inventory levels being managed automatically.

Last, but not least, when selling the same product separately and as part of a kit, it is possible to

uStore Kit Product Benefits

Why kitting is an important new feature in uStore v11

- Efficient order experience
 - Add multiple products to the cart in one step
 - Customize all dynamic products in the kit at once
- Kit is predefined - no need for instructions or accidentally missed items
- Optimized for simple repeat orders
- Inventory levels tracked for products sold both individually or in a kit
- Offer discounts to items in the kit

configure the pricing differently. – For example, to give a discount when the product is part of the kit.

The following videos in this series demonstrate how to setup and configure kit products in uStore version 11 and later.

