

## Process for Implementing Customizability

## List Current and Potential Product and Service Features Understand Value and Cost of Allowing Each Feature to be Customized Conduct a Small-Scale Trial Customizable Features

- Characteristics: Size, shape, color, horsepower, etc.
- Timing: of ordering, delivery, utilization, etc.
- Service: level and type of service on installations, tech support, returns, etc.
- Flexibility: to change or cancel orders, customize during use, etc.

- Which types of customization are most valuable to customers?
- Which are easiest and least costly to provide?
- Which will allow us to learn fast about customer needs and preferences?

- What do customers really value?
- How much does allowing customization really cost?
- What are we learning and how should we incorporate those learnings into future decisions?
- Implement changes required to allow customizability
- Communicate the changes to employees and customers
- Create systems to learn from customers' customization patterns