Virtualization Insight Questions:

1. How can the customers browse virtually for club fittings?
   * With the help of chat-bots and tabs, customers can reach out for expert guidance or pages about the customised clubs. The process of having either a quantitative or qualitative fittings depend on the method to be selected.
2. Why does the customer’s experience play a role in their purchasing decisions?
   * The experience level of a customer plays an important role in their knowledge for the sport. For this, we have characterized them in three categories: beginners, intermediate, and advanced. A survey which can focus on a series of questions to help customizing the club.
   * https://www.2ndswing.com/t-online-fitting-surveys.aspx
3. Which methods are the current competitions using for their club customization to be virtually?
   * Few of the competitions have had online/virtual customization for a couple of years. The companies have either crunched numbers and questions or sent starter packs which contain different clubs to help customers find what they want.
4. What other methods can be used to improve the virtual customization process?
   * For custom club fitting, few methods that can be used are: online surveys (only be useful for intermediate/advanced), starter kits (a set of clubs that customers can try it for themselves), swing recordings (customers can send videos to help analyze the stroke) along with an AI chat-bot and expert ( Categorize the customer then have an expert help the customer).