
Brady People ID Design a Lanyard Tool FAQs

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Topics in this document:

[What is the Design a Lanyard Tool?](#)

[How do I install it on my website?](#)

[Is it hard to get set up?](#)

[What browsers/devices will work?](#)

[How much customization of the tool can I do so that it meets the needs of my business?](#)

[How does order processing work?](#)

[Will Brady be adding support for other shopping carts in the future?](#)

[What should I do if I have an enhancement request?](#)

[How does pricing work?](#)

[What will the customer experience be?](#)

[How are orders fulfilled?](#)

[How should I market this tool?](#)

[How do I drive traffic to the tool?](#)

Q: What is the Design a Lanyard Tool?

A: It's an interactive, highly visual tool that authorized Brady People ID resellers can place on a web page on their own website to sell eye-catching custom lanyards. [You can see a version of it here.](#)

Q: How do I install it on my website?

A: Authorized Brady resellers can sign up for the lanyard tool via Bradywarehouse.com

Q: Is it hard to get set up?

A: The sign-up process is designed to be easy. Complete the [registration form](#) and we will send you all of the information that you need to get started. This will include how to set your default preferences, pricing and the actual code that needs to be installed on a page on your website.

The tool is designed to work on web pages that are at least 1,000 pixels wide, but it will render adequately down to a width of 900 pixels.

Q: What browsers/devices are supported?

A: The tool is designed and tested to work on all major browsers and devices: Both mobile and desktop. However users with Internet Explorer lower than V 11 will encounter UX issues.

Q: How much customization of the tool can I do so that it meets the needs of my business?

A: We recognize that your website is an important piece of your branding strategy. With that in mind we built the tool so that you can select the default color of your lanyard as well as the default imprint color for text. You may also elect to have a safety breakaway on your default lanyard or not. Most importantly, you can set your own pricing by adding a percentage onto your cost. All of this is done on Brady Warehouse and may be changed at any time.

Q: How does order processing work?

A: There are two ways that orders may be received and processed using the tool. Both involve Brady Warehouse. When an order comes in, dealers will be prompted via email to go to Brady Warehouse, where they will see their order queue. From there, a dealer may either cancel the order or release it to Brady People ID for processing.

Dealers who have a [Magento](#) shopping cart on their website will be able to integrate their custom lanyard tool with the shopping cart. Those who do not have a Magento shopping cart will have to get their payment from their customer via other methods. That is up to each dealer. The tool will capture all of the relevant contact information for the customer and the dealer will be able to pick up that information up on Brady Warehouse.

Q: Will Brady be adding support for other shopping carts in the future?

A: The development roadmap will largely be dictated by our dealers' requests. We anticipate that other shopping carts will be among the first priorities for future releases.

Q: What should I do if I have an enhancement request?

A: Pass it on! The best channel is through your account manager.

Q: *How does pricing work?*

A: Pricing is based on the price that Brady dealers pay for custom lanyards. Dealers will be able to add a percentage to their cost to generate the price shown to customers on dealers' websites. That percentage adder can be updated at any time via Brady Warehouse.

Q: *What will the customer experience be?*

A: End-users of the tool will not know that the tool is based on a back end from Brady. Because customers will be using the tool and placing orders on a dealer's website, the customer experience will be the same as if the tool was native to the dealer's website.

Q: *How are orders fulfilled?*

A: Once an order is passed on from a dealer to Brady People ID, it will be processed the same way that any other custom lanyard order is processed:

1. The Brady customer service team will enter the order and bill the dealer.
2. Brady's design team will review the proof for any issues or conflicts.
3. If everything looks good the order will be processed at one of our factories.
4. If there are questions or issues discovered, Brady people ID will quickly get back to the dealer so that they can communicate with their customer.

Q: *How should I market this tool?*

A: Other custom lanyard tools on the web boast of 24-hour proofing. With the new design a lanyard tool from Brady People ID, dealers will essentially be able to offer **real-time proofing**, a significant differentiator. The demand for custom lanyards continues to grow and dealers who can offer faster turnaround and higher quality stand to gain the most. This tool, backed by Brady, enables that for our dealers.

Q: *How do I drive traffic to the tool?*

A: Installing the tool on your website is only the first step. We strongly recommend a prominent link to the custom lanyard tool on your company's website. We also encourage dealers to advertise on sites like Google and other search engines. Perhaps most importantly, dealers should make sure that the page on which the tool lives contains 100 to 250 words of text that are optimized to attract customers via the major search engines. If you need help understanding how to do this, or want other tips on driving traffic to your website, feel free to reach out to the Brady People ID Digital Team via your account manager.