

ThyssenKrupp

Elevator Manufacturing France

Improving competitiveness by streamlining the sales process with Cameleon

ThyssenKrupp Elevator Manufacturing France (TEF), a subsidiary of ThyssenKrupp AG, designs and manufactures elevators for sale worldwide. With 470 employees and annual revenue of €10 million, TEF sells more than 3,900 elevators each year.

TEF manufactures passenger and freight elevators, scenic elevators, car and truck elevators, hydraulic elevators for heliports, and specialty elevators for hospitals, railway stations, airports and retail, as well as elevator modernization solutions, specialty components and spare parts.

TEF products are available through multiple sales channels including an internal sales team, TEF agencies and independent distributors.

ThyssenKrupp Elevator selected Cameleon to improve competitiveness, get closer to their customers and grow sales.



“Since implementing Cameleon, we have improved our responsiveness, increasing customer satisfaction. The configurator allows us to increase productivity when preparing estimates and installation plans for elevators. We have seen our revenue increase largely due to the automation of our sales process.”

ThyssenKrupp Elevator
Manufacturing France



Jérôme Morille
Director of Industrial
Systems and Sales
Support



Challenge

Shortening quotation cycle times

The complexity of TEF products (elevators configured on demand) followed a long and complex process to generate estimates: validation of the configuration by product experts, manual creation of elevator installation plans, and complex pricing. Sales processes needed to be streamlined in order to reduce cycle times, and this initiative needed to be supported by the implementation of technology that would enforce compliance with business and pricing rules.

Reducing costs and errors

With higher raw material prices and internal costs squeezing margins, TEF needed to cut administrative and operating overhead to stay competitive. Customers previously had to contact the TEF sales team to configure elevators and place orders, and this process required a large number of people to handle the administrative tasks. Furthermore, these tasks were neither automated nor processed en masse, resulting in costly manufacturing and installation errors.

Developing a multi-channel e-commerce strategy

TEF needed a new, high-performance tool to meet the pressing demands of agencies, distributors and customers to simplify the generation of estimates and orders. Their strategy was to create a self-service portal that could be used by agencies, distributors and end-customers to configure products and services, obtain pricing and place orders online, without the need for support from the TEF sales team. This new multi-channel e-commerce initiative has become a key part of the overall TEF growth strategy.

Solution

ThyssenKrupp Elevator Manufacturing France has implemented the Cameleon e-commerce platform and product configurator.

The Cameleon product configurator enables TEF sales teams to generate accurate estimates and installation plans for their customers in real time, using 3D visualization to validate that the configuration meets the customer's exact requirements.

The Cameleon e-commerce platform has been deployed to TEF agencies, distributors and customers at www.tef-online.com. This self-service web site enables them to get pricing and place orders without the help of the TEF sales team (there are thousands of potential combinations for a single elevator). Overall, more than 700 employees and customers use Cameleon on a daily basis across Europe (26 countries) and beyond.

TEF now sells standard elevators, spare parts and components online through Cameleon.

Advantages

For customers

- Available 24 hours per day
- Real-time estimates and installation plans
- Option to configure and simulate elevators on their own
- 3D visualization of the elevator before an order is placed
- 25% lead time reduction

For the field sales teams

- Better responsiveness to customer and distributor requests
- Easy to use to produce estimates and process orders
- Eliminate re-keying

For ThyssenKrupp Elevator Manufacturing France

- Significant productivity gains (70% of orders are processed automatically)
- 30% increase in the number of estimates generated and 20% of orders placed online
- 25% reduction in the order-to-delivery cycle
- Analysis time for elevators cut by a factor of 3 and 3.5 for components
- Improved quality of elevators and components as a result of solution reuse
- Quote customization improves distributor loyalty (customer logo, sales and technical procedures)
- A common quoting and order capture tool across sales channels