Elevated Innovation

The problem
- Low end sales have excessive bureaucratic overhead leading to low cost efficiency for the company and its customers
- Lack of transparency in pricing downplays the benefits of using the company over cheaper alternatives
- Large construction companies usually order the same elevator package repeatedly, yet still fill in the same order forms every time

The task
- How can we maximize low end elevator sales without losing high end sales?
- How can we increase salesperson efficiency?

The plan
- We create a web configurator for a hand-picked selection of customers
- The web configurator automates menial tasks and gives the salesperson a better overview of customer properties

Elevated innovation - The team
Multidisciplinary and exceedingly innovative

Max Cedercreutz	Team Leader
Rolf Kottelin	Business
Jon Galán	Coding
Johan Rabb	Server admin
Jonathan Granskog	Blogger

SCI-project

2016
- Lots of paperwork
- Low end products uncompetitive
- Repeated deals are not handled effectively
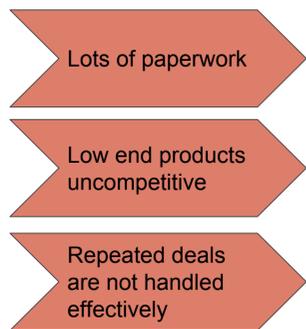
Web configurator →

2017 - client side
- Client side automated
- No sales cost overhead
- Repeated deals become a one click process
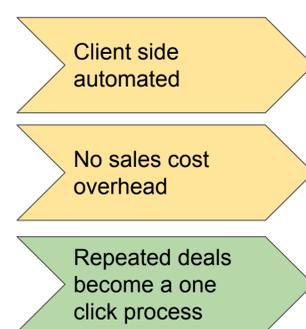
Future project

Integration →

2018 - the
- Fully automated
- No cost overhead
- Increased salesperson productivity
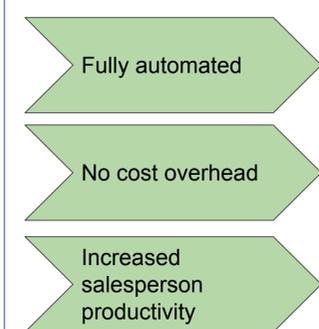
The configurator
The configurator saves time for both the company and the customer by eliminating unnecessary form filling. It also improves transparency for the customer while giving the company sales- persons improved oversight into customer behaviour.

The initial target will be major construction companies that tend to order a "standard package" (not just the company) almost every time. Our configurator allows the customer to clone previously made orders, and customize them to fit their new needs. Another advantage is being able to choose exactly which services to include in the deal.This is where the largest time and cost savings will be made for both the company and the customer.

Technologies
The configurator is written using the Django framework. This has allowed us to design the product without compromising on security, making it suitable for use in a production setting by the company. We also created a scalable and maintainable back-end with databases as foundation.

Bootstrap was used to create a good looking and responsive layout with HTML.

django
HTML CSS JS

B Bootstrap

Vision
In order to get maximal gains from our configurator, it should also be integrated to back-end production systems. This would further automate mechanical tasks and reduce the salesperson's need to spend time filling different forms. the company also has the opportunity to expand the customer segment using our configurator. A few weeks of testing with real customers will give more insight in how to position the configurator, but we definitely have a long-term vision where all systems are seamlessly integrated, and the salespersons only job is to help the customer in the decision process, maintaining a good relationship and answering product-related questions.

Target companies

		Smallest	Medium	Major
Company priority	Lowest price	Very low volumes, don't benefit much	Less benefit from automatisation but price visibility is key	Bare-bone version without any services very attractive
	Balanced	Very low volumes, don't benefit much	Less benefit from automatisation but transparency is key	Numbers and features matter most
	Highest quality	Risk of cannibalizing high end sales	Risk of cannibalizing high end sales	Risk of cannibalizing high end sales

Company size

- Initial target
- Future potential
- Problematic

The new sales flow

Customer → Project → Configurator → Order → the company

- The customer logs in on his persistent account
- Any necessary configurations are made by the customer
- A the company employee checks the order and contacts the customer if needed
- The customer creates, clones or opens a project
- The customer orders or submits his request
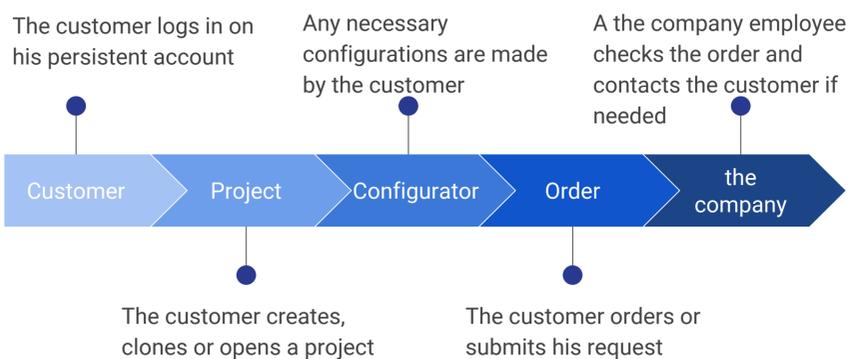
A quick look at the prototype
1. The customer has logged in and can manage his/her projects.
2. The customer has opened a project and can manage its orders (elevators)
3. The customer is configuring an order. The forms are nested to save time.
4. Once ready, the customer can proceed to order the elevator. Initially this will simply send a request to a the company salesperson. In the future this will be fully integrated into the the company infrastructure

For more information, see our blog:
bit.ly/2gW0ogU