The Business Model Canvas

Key Partners

-The sales department of the company we are creating the tool for. Trying to sell elevators as efficiently as possible. They are able to provide us with insight in the sales process and systems used by salespeople, and also in their customer segments that we are targeting.

-The company can also help us design the code of the configurator in order to make it communicate seamlessly with the other systems used by the company.

Key Activities

-Continuous development and testing of well-performing tool is important.
-Revenue increased as sales increase when we expand the customer segment
-Customer relationship management for sustainable long term business.
-Customer qualifying is a key activity for salespeople - who should the configurator be offered to to maximize it's potential?
-Well-structured interface that's minimizing typos and mistakes so cancellations and changes are avoided.

Key Resources

-Understanding of customer needs: What they want is easier processes and cheaper prices (simplified)
-User friendly interface
-Customer relationships handled by sales with existing software
-Usefulness for sales by smooth integration with sales systems.

Value Propositions

-Online elevator configurator tool for low-price versions

-Making choosing and purchasing easier and less time consuming for elevator buyers.

-Similar repeated purchases made possible to make with less effort by using saved templates in the configurator.

-Making elevator sales process less time- and resource-consuming and more efficient for the sales team. Less time spent on low-incentive sales → More time for profitable activity.

Customer Relationships

-Long term relationships important in order to take advantage from efficient repeated sales with the tool's help. Affordable base alternatives and price visibility for options eg. builds trust, which is also useful for long-term sales.
-Currently targeted customer segment already have a relationship with Kone.
-Personal connection with sales representative for comfort and trust.

Channels

-Login credentials are provided to strategically hand-picked customers by company salesperson when considered a smart move. This procedure is used in order to reduce price transparency and avoid cannibalization of more expensive products.
-Guidance by phone or e-mail provided by salesperson if needed.

Customer Segments

-Company sales department, that would rather use their time on more profitable deals. Struggling to find time and motivation for low-cost version sales.

-Large construction companies and contractors (mainly their project managers) in Austria. Already Kone customers that are somewhat familiar with the products and have some technical knowledge.

-Also possible to expand the customer segment to include different countries and smaller contractors in the future. This segment currently sees our company as a big, impersonal, expensive and unpleasant alternative, and rather uses local, cheap elevator manufacturers. They possess less technical knowledge, so the importance of a simple, user friendly interface becomes even bigger.

Cost Structure

-Almost no extra cost when the configurator is up and running. Key resources are already in the company in the form of sales know-how and customer understanding
-Minor server costs and maintenance, updating, improving and administrative costs may occur.

Revenue Streams

-Revenue is generated from both expanded market share and sales, and also from less time spent per deal (more time available for other profitable activities)

-Low price usually most critical factor for project managers making elevator decisions
-Targeted customers are willing to pay for a stripped-down product, pay for nothing but the things they need and want