

CUSTOMER SUCCESSSTUDY

## CUSTOMER SUCCESS STUDY: THYSSENKRUPP ELEVATOR MANUFACTURING FRANCE

25% REDUCTION IN ORDER-TO-DELIVERY TIME USING  
PROS SMART CPQ SOLUTION



Unlock Your Data • Unleash Your Sales

**PROS**®

## SUMMARY

ThyssenKrupp Elevator Manufacturing France (TEF), a subsidiary of ThyssenKrupp AG, designs and manufactures elevators for sale worldwide. TEF sells more than 3,900 elevators each year and has 500 employees and annual revenue of €110 million.

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 PROS Smart CPQ to improve competitiveness, get closer to their customers and grow sales.

## CHALLENGE

### Need for faster 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, while also better enforcing compliance with business and pricing rules.

### High costs and errors

With rising raw material prices and internal costs squeezing margins, TEF needed to reduce administrative and operating overhead to stay competitive. None of the sales processes were automated. Customers were required to contact the TEF sales team to configure elevators and place orders. Being manual, these processes required many people to handle the administrative work and were prone to errors resulting in costly manufacturing and installation mistakes.

### Burgeoning multichannel e-commerce strategy

TEF needed to simplify the generation of estimates and orders. The solution also needed to meet the demands of agencies, distributors and customers. 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. This new multichannel e-commerce initiative became a key part of the overall TEF growth strategy.

## SOLUTION



ThyssenKrupp Elevator Manufacturing France implemented a PROS solution, providing an e-commerce platform with complex product configuration capabilities.

Using the PROS product configurator with 3D visualization, the TEF sales team could quickly generate accurate estimates and installation plans that met customers' precise requirements.

The PROS e-commerce platform has been deployed to TEF agencies, distributors and customers at [www.tef-online.com](http://www.tef-online.com). With thousands of potential combinations for a single elevator, the PROS solution makes it easy to quickly configure, price and place orders. Now, the site is used daily by more than 700 employees, distributors and customers in 16 countries.

# RESULTS

## For customers

- Available 7 x 24.
- Real-time, accurate estimates and installation plans.
- Configure and simulate elevators with 3D visualization.
- 25% reduction in time to get products.

## For the field sales teams

- Better responsiveness to customer and distributor requests.
- Greater productivity from easy configure, price and quote capabilities.
- More time to sell, less time spent on administrative work.

## For ThyssenKupp Elevator Manufacturing France

- Significant productivity gains with 70% of orders now automatically processed.
- 30% increase in the number of estimates generated.
- 20% of orders now placed online.
- 25% reduction in the order-to-delivery cycle.
- Analysis time for elevators cut by a factor of 3.
- Improved quality of elevators and components as a result of solution reuse.
- Improved distributor loyalty due to enhanced ease of doing business.
- Greater operational efficiency from using a single quoting and order capture solution across sales channels.

“Since implementing PROS Smart CPQ, 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.”

**Jérôme Morille, Director of Industrial Systems and Sales Support**



## About PROS

PROS Holdings, Inc. (NYSE: PRO) is a revenue and profit realization company that helps B2B and B2C customers consistently realize their potential through the perfect blend of simplicity and data science. PROS offers solutions to accelerate sales, formulate winning pricing strategies and align product, demand and availability. PROS customers experience meaningful revenue growth, sustained profitability and modernized business processes because of PROS revenue and profit realization solutions.

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