



Customer focused KONE

KONE's CAPITAL MARKETS DAY 2009

Juho Malmberg
Development

Customer Focus is one of the five global KONE development programs



Customer Focus

People Flow Solutions

Operational Excellence

Environmental Excellence

People Leadership

5 years ago...



KONE service vehicles, 1920

- Many local sales processes & systems
- Not enough market visibility
- More reactive than proactive sales process
- Disharmonious customer master data

Customer Focus Phase 1 - Processes



Phase 3:

Phase 2:

Phase 1: Processes

- One common process
- Customer segmentation model
- Tools architecture
- Training plan

2006

2007

2008

2009

Customer Focus Building Blocks



Tools

- CRM
- KONE.com
- Tendering

Skills

- Sales Management training
- Customer service training
- Sales coaching

Customer Management Models

- Value based segmentation
- Strategic customers – account management
- Core customers – quality service with optimized costs
- Global customers – harmonized service model

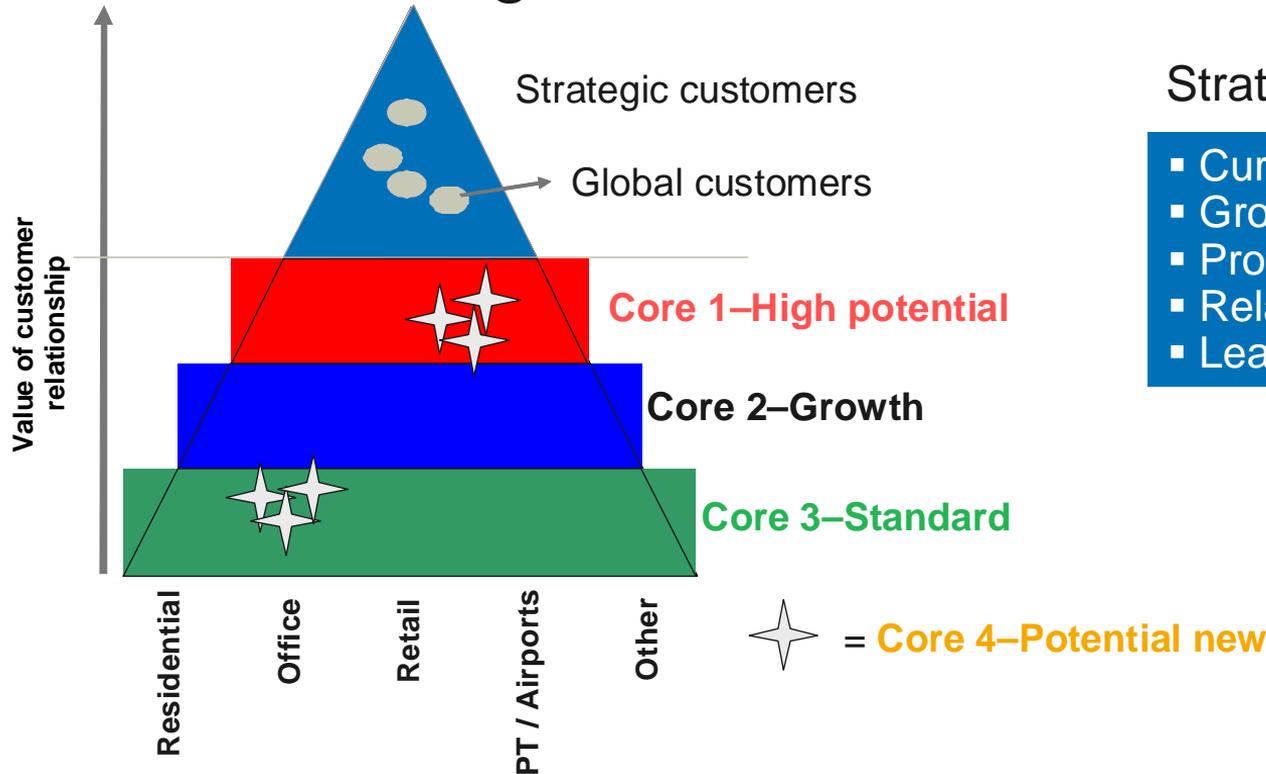
Customer Process

Manage Customer Relationships

Create Demand

Sell

KONE Customer Management Model defines how we manage customer relationships



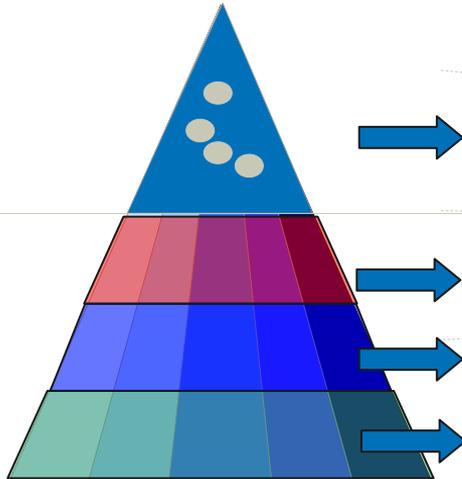
Strategic customer criteria

- Current business volume
- Growth potential
- Profitability
- Relationship strength
- Learning and reference value

Customer Process creates the foundation to how we work with our customers

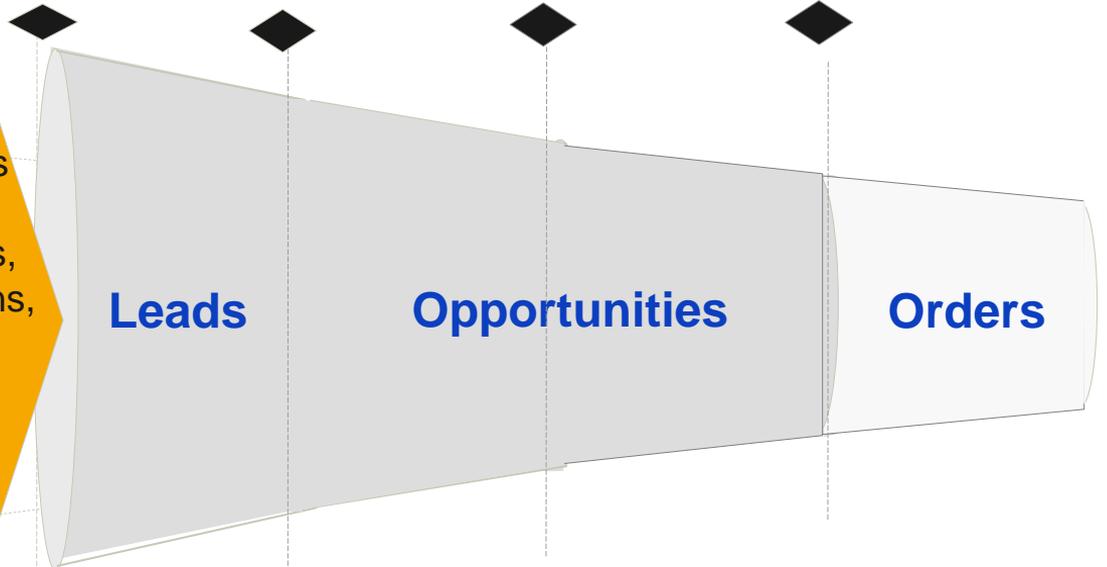


Manage customer relationships
Strategic planning and resourcing



New elevators & escalators, Door products, modernizations, repairs, maintenance contracts and other leads

Sell opportunity and activity management



Customer Focus Phase 2 - Global CRM



Phase 3:

Phase 2:

- One global tool, over 3000 users
- Process & tool training & coaching
- Customer data cleaning
- Global KPIs

Phase 1: Processes

- One common process
- Customer segmentation model
- Tools architecture
- Training plan

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KONE's Global CRM solution is based on Salesforce.com



Full visibility of customers

Account information gives a 360-degree view of our customers across business units, helping us build strong, lasting customer relationships

Salespersons toolkit

Accounts

Contacts

Tasks and Activities

Opportunities & Leads

Reporting

Management toolkit

Account planning

Customer feedback

Campaign management

Management reporting

Analytics

Global KPIs



- Global Process KPIs create a common language for continuous process improvement:
 - Customer visits
 - New opportunities
 - Hit rate
 - Conversion rate
 - Competition balance

Customer Focus Phase 3 - Full-Chain Integration



Phase 3:

- New KONE.com, integrated to CRM
- New Tendering&Ordering tool, integrated to CRM and SAP

Phase 2:

- One global tool, over 3000 users
- Process & tool training & coaching
- Customer data cleaning
- Global KPIs

Phase 1: Processes

- One common process
- Customer segmentation model
- Tools architecture
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2006

2007

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2009

New KONE.com rolled out to all countries during 2008



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- [MonoSpace](#)
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KONE Elevators

Our EcoDisc motor **revolutionized** the elevator industry through its **sustainable**, energy-efficient design. Today, KONE is the **world leader** in Machine Room-Less (MRL) elevator technology.

From a low-rise office to the world's tallest buildings, KONE has a solution which meets your application.

[2009 Architectural Planning Guide](#)

FUNCTIONS

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Solutions - KONE offers elevators for low, mid, and high rise buildings. See and compare our range in the table below.

ELEVATOR						
Product	Description	Application	Maximum travel - ft(m)	Capacity - lbs(kg)	Speed - ft/min (m/s)	Landings
Alta High-Rise Elevator > CADs/Specs >	The ultimate high-performance, high-rise elevator system	Machine Room Above	Per requirements	2000 - 8000 (907 - 3629)	700 - 1600 (3.5 - 8.13)	6 - 126
EcoSpace Low-Rise Elevator > CADs/Specs >	Using green KONE EcoDisc technology, it's the ideal low-rise MRL solution	Machine Room-Less (MRL)	83 (25)	2000 - 5000 (907 - 2268)	150 (0.75)	2 - 10
EcoSystem MR Mid- to High-Rise Elevator > CADs/Specs >	Space- and energy-efficient elevator for mid- to high-rise buildings up to 63 floors	Machine Room Above	590 (180)	2000 - 5000 (907 - 2268)	200 - 700 (1.0 - 3.5)	6 - 63
MonoSpace Mid-Rise Elevator > CADs/Specs >	Award-winning, green MRL elevator is the preferred choice for mid-rise buildings 6 to 27 floors	Machine Room-Less (MRL)	230 (70)	2000 - 4500 (907 - 2041)	200 - 500 (1.0 - 2.54)	6 - 27

Address bar: http://www.kone.com/countries/en_US/Elevators/EcoSystem/Pages/default.aspx

System tray: Local intranet

Integrated full-chain solution



Demand
Creation

Pricing &
Tendering

Negotiating

Order mgmt

Manufacturing
& Assembly

Installation

Maintenance



Clear benefits from the Customer Focus development program



- Harmonized way of working
 - Harmonized sales process
 - Strong CRM adoption rate
 - More professional account management
 - Sales work more proactive
- Better sales results
 - More customer visits
 - More sales opportunities
 - Strong competition balance
- Better market visibility
 - Improved visibility to the market
 - Higher quality customer data

Our customer relationships and insight are driving KONE's growth, profitability and innovation. We achieve this by developing customer competencies, processes and tools