



USE CASE

Follow Liebherr's example in using online configuration to generate B2B leads

Online configuration for new leads

Up to now, the Liebherr product configurator for top-slewing cranes was exclusively available as a sales tool for sales staff and the retailer network. With a new user interface, this crane specialist is

now making product configuration available to its customers as a self-service digital tool. Liebherr has thus established a new form of lead generation.

The right solution for every construction task

Liebherr's vast product programme ranges from built-in fridges to 800-tonne hydraulic excavators for the mining industry. The top-slewing crane product line offers a comprehensive product

programme, and the right solution for every construction task. Tight spaces, extreme weights, very high hooks: customer needs vary greatly as cranes often have to withstand extreme conditions.



Liebherr top-slewing cranes on a building site.



Liebherr top-slewing cranes on the Zugspitze.

Master variations with product configuration and CPQ

Even in the late 1990s, Liebherr offered most of its construction machines with a high level of variance. Customers could, for example, have a custom hydraulic excavator made from various parts. This was well received by users all around the world – but with each new variation, the demand on sales staff's technical knowledge increased. To support its sales staff in this challenging task, Liebherr implemented a central, integrated configuration solution together with camos in 1998. The software sped up the global processing of quotes and

orders, ensuring that the products remained manageable despite extensive variations. Another milestone in the Liebherr sales process was the introduction of Configure-Price-Quote-Software (CPQ) by camos in 2006. Ever since, sellers have been systematically guided through the configuration, pricing and quote process. With this CPQ system and the connection to Liebherr's ERP as well as Microsoft Dynamics CRM, creating a quote and placing an order takes just minutes.

New B2B information patterns require a new approach

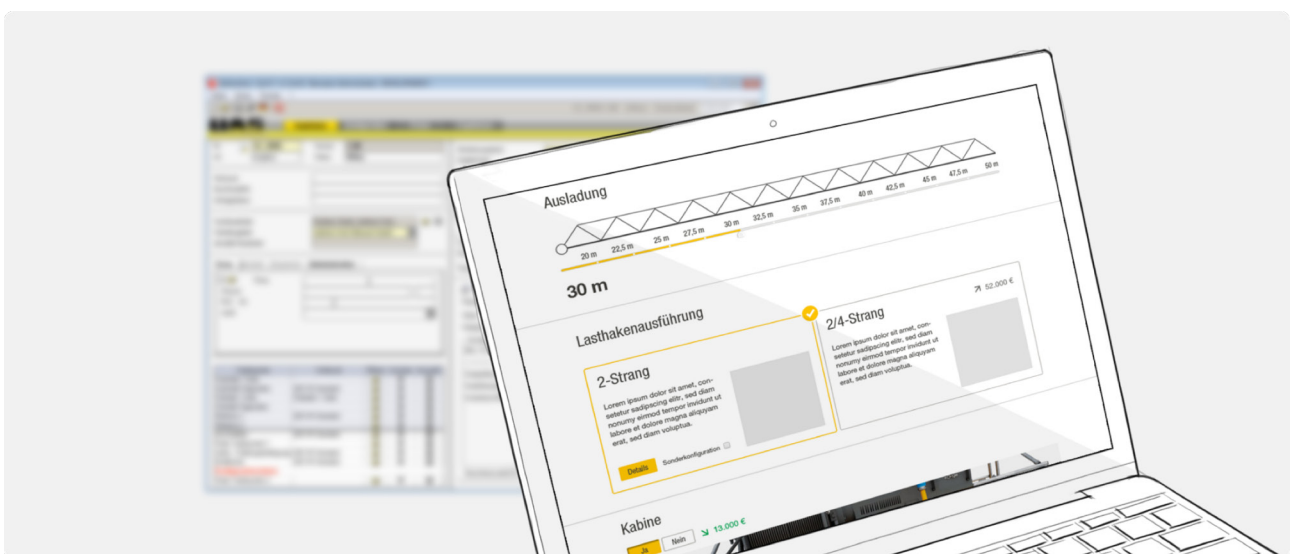
Up to 2019, CPQ software was exclusively available to sales and the retailer network in order to efficiently create quotes and place orders. The construction equipment producer recognised an important trend among its customers. Jens Palm, Product Manager for the CPQ solution at Liebherr Tower Cranes, sums it up: 'we noticed that customers increasingly wanted to inform themselves online independently in the early information phase of their customer journey.' Liebherr sees B2C and eCommerce as driving forces behind

changing information behaviour. Here, new digital information habits are already state of the art. 'In a pilot project, we followed the approach of letting our prospective customers configure selected products themselves online, coming up with a tailored solution from our product portfolio to best suit their individual needs. We also wanted to offer our sales and retailer network simpler and more contemporary configuration options,' says Jens Palm as he looks back.

Modernised user interface as key to lead generation

The basis for online configuration already existed in the CPQ system. But this was adapted to the needs of Liebherr sales staff, not the expectations of online users. A new user interface, seamlessly integrated into the online presence and corporate design, intended to change this. Jens Palm: 'the interface should be just as easy to understand as a prospective customer would expect from the large eCommerce platforms they're used to from private use. We must also ensure that internal

and external users are guided through the system – our online users, even those without detailed expert knowledge.' It was therefore important to find the right balance between the necessary depth of information as well as easy operation. This meant that information needed restructuring. In addition, product visualisations and visual elements contribute to users being intuitively and informatively guided through the system.

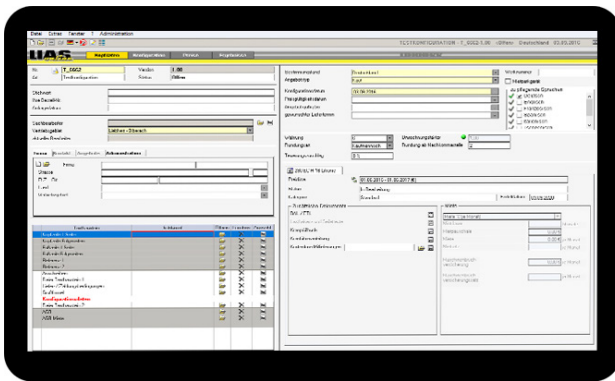


Modernised user interface for online configurator in the foreground.

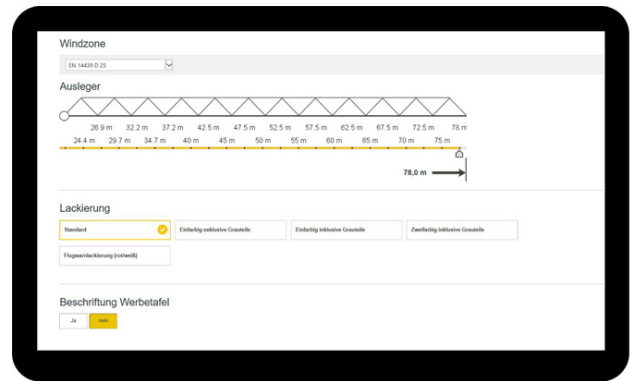
The path to a new user interface

For this project, Liebherr brought two partners on board with whom it already had longstanding working relationships: Agentur Siegmund and camos. Conception was realised based on a process and usability analysis with Agentur Siegmund. The wireframes, style guide and a click dummy ensured a clear, detailed image of the new web interface. To validate the concept and design, Agentur Siegmund employed user tests and UI tracking.

On this basis, camos adjusted the function of the CPQ system to the new processes and implemented the first UIs. With camos UI designers, Liebherr staff were able to create a CPQ software expansion to create graphic interfaces after just one initial training session – with no programming required. The first end customer version was introduced at Bauma 2019 in April. The improvement in usability of this HTML5 interface benefits not just prospective customers but also the Liebherr sales team, which uses the new configuration solution user interface too.



Before: Liebherr client solution interface.



After: Liebherr web interface.

Updates

- Modernised appearance to comply with corporate design.
- Interface with less text and more space for configuration visualisation.
- Depth of information can be adjusted as preferred with a new information structure.
- Prospective customer finds what they're looking for (more quickly): the interface is restricted to functions of the first configuration.

Outlook: online configuration for all products and categories

The new online configuration approach is initially a flagship project – limited to top-slewing cranes. This approach to lead generation has, however,

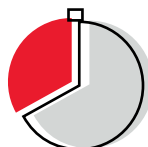
already showed itself to work for investment goods. The new goal is now to expand and continually develop online configuration.

camos CPQ – because everyone involved benefits

- Customer:**
- Orientation on their individual requirements
 - Clear idea of their product's properties
 - Information available ad hoc – offers virtually in real time
- Sales:**
- Faster offer process – higher success rate
 - Cross- and up-selling options for the system
 - Profit increase – rules for complying with discount limits
 - Centrally managed knowledge – sales without technical know-how



18 % less
coordination with
other departments



33 % shorter
processing times for
creating offers

- Marketing:**
- Intelligent evaluation of sales data
 - Data on market and product trends
 - User interfaces and offer templates in the corporate design
- Production:**
- Only technically correct and complete specifications
 - Scale effects through product modularisation reduce costs
- IT:**
- Fewer system disruptions – comprehensive configuration, calculation and sales tool

The facts about camos speak for themselves

- 200 successful CPQ projects: leading provider in Europe
- One of the leading CPQ solutions for the B2B market for the past 15 years
- Notable customers with technically complex products such as Siemens, KONE, KSB or MAN use the software worldwide
- camos 'takes its customers by the hand' and supports them from the consultation phase during implementation to personal support and update execution

Contact us for a demo



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