

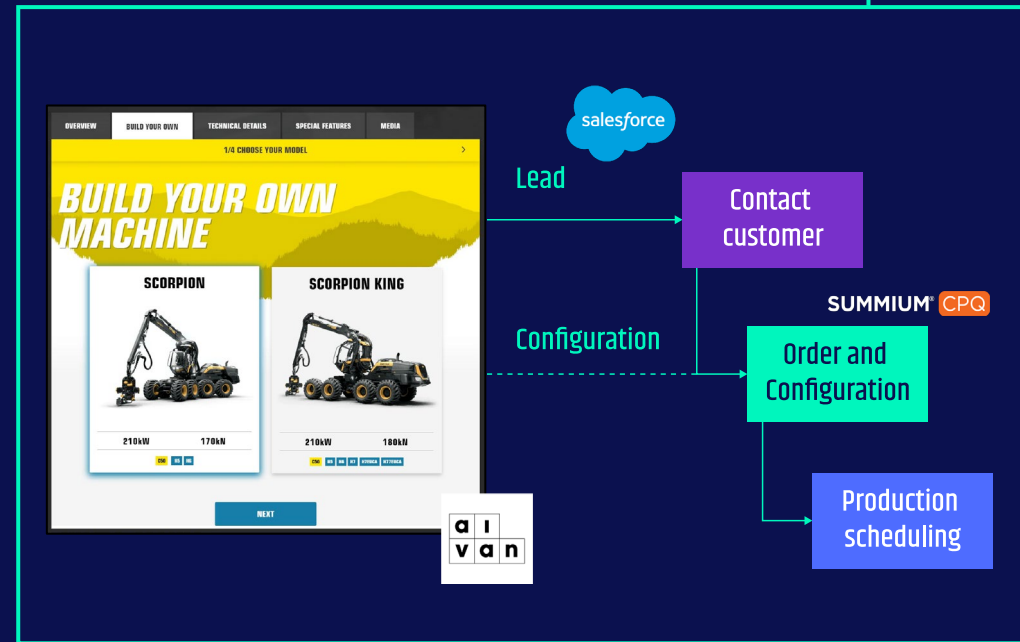
# High impact solution Web Configurator: Ponsse Scorpion

## Business need

Ponsse wants to utilise interactive product configuration tools to improve the customer buying experience, the sales process, and the overall visibility and branding of the new flagship products.

## Solution

- Design a web-based configurator tool together with an SME partner, Aivan Oy
- Connect the configurator tool to social media platforms for sharing customer configurations
- Support sales process by collecting and analysing leads from configurator tool usage



## Impact

- Increased customer engagement and brand visibility through interaction in early phase product configuration
- Increased knowledge on product configurations as specified by customers
- Collected pool of customer leads for the Ponsse sales process

## Outlook

Customer-facing digital services are directly in Ponsse's digitalisation strategy. In the future, the configurator service will be expanded to cover multiple products, as well as more deeply integrated to Ponsse IT systems to discover further business benefits and opportunities.