

R&D Outsourcing

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EXAMPLES OF CUSTOMIZATION OF INDUSTRIAL PRODUCTS

Active customization, involving the production of the most individualized industrial products for various purposes - from sports shoes to cars. In order to personalize manufacturers, various methods are used - from preliminary deep anthropological research to the use of advanced materials and flexible computerized production in real time. At the same time, the role of service customer service increases dramatically.

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- The current strategy for the emotional design of French cars Renault, which the company began to develop in 2009, is fully focused on the needs of customers that arise at a certain stage in their lives. So, in 2013, the public was presented six concept cars in the framework of the new corporate concept "Life Cycle": Initiale Paris ("Common Sense"), R-Space ("Family"), Frendzy ("Work"), Captur ("Research"), DeZir ("Love"), Twin'Run

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