Considering the high profitability in the service market, Otis’s strategic move was following a single customer centric business model that utilized the flow of information to improve the quality of customer service. Otis’s shift to improve business areas like quality of customer experience, customer service, and customer information, is so that they could sustain a competitive advantage. These improvement areas were supported by Otis’s IT projects; OtisLine and e*Lostistics, which ran parallel to each other. This ensured multiple benefits that were directly aligned with their strategic move. With the assistance of the customer service center, OtisLine, visibility throughout mechanical services was drastically improved and so was product reliability. This program entailed a central dispatch delivery system which lead to a decrease in elevator maintenance, but improved quality customer satisfaction. In addition, e*Lostistics also aided Otis in its efforts to maintain service excellence by becoming a key facilitator in the transformation of information. This system mastered the flow of information between all parties involved in exchanges. This program upgraded Otis’s service quality, competitive prices, high speed, and continuous innovation. These IT projects heavily assisted in the transformation of Otis’s business processes and put the focus on customer solution management.