**Appendix: Interview questionnaire**

Questions related to the company’s major business

1. Please describe your position in the company.
2. What manufacturing industry best describes your company; what is the headcount of your company; and what are your company’s major businesses and the category of PSS applied?

Questions related to how the digital customization offerings were offered through smart PSS:

1. What are the detailed measures and elements your company employed to realize customization (for example, product, usage plus service, and service solutions). Please describe these in detail, including the digital background and main practices. Please label them to the relevant smart PSS type if possible.
2. What is the relevant digital technology used in the customization offering, and the relevant effect achieved? For example, to improve the quality of personalized services, improve customer satisfaction in monitoring services, or others. Please describe these in detail.
3. Please give a brief overview of the company’s objectives for the next phase of customization, and any potential trends that may emerge throughout the transaction.
4. Please provide websites and official company documents as supplemental data to provide relevant information (if possible).

Questions related to using customization to promote sustainable value creation:

1. Were sustainability issues included in your company’s plan during your company’s digital customization transformation?
2. Which methods does your company use to create sustainable value from an economic perspective? Please describe these from a customization perspective.
3. Which methods does your company use to improve environmental friendliness through customization models? Please describe these from a customization perspective.
4. Which methods does your company use to improve social sustainability through customization models? Please describe these from a customization perspective.