

As the Very Light Jet (VLJ) market continues its rapid influx of new manufacturers, companies increasingly face the challenge of gaining and/or maintaining market leadership. The accelerated VLJ growth pattern also presses manufacturers to address customer retention and acquisition issues and develop centralized systems to track customer interactions and insight.

Hitachi Consulting offers a Microsoft Dynamics customer relationship management (CRM) solution, AviationCRM, which specifically targets these specific and unique VLJ marketplace needs.

Solution Overview

AviationCRM for the VLJ Marketplace

Business Need

Manufacturers in the rapidly growing Very Light Jet (VLJ) market are experiencing unique customer relationship management (CRM) growing pains. Alongside the opportunity for increased sales opportunities in both aircraft and parts sales comes difficulties with customer acquisition and retention. While many companies see increases in orders, they lack central systems for asset service maintenance tracking, including parts sales.

Other VLJ manufacturing/CRM issues related to rapid growth include:

- Ability to portray trust and safety to the market
- Limited technology options for communicating with existing owners (e.g. customer history, complaints)
- Struggle to find a unique customer strategy to become market leaders among new players
- Small differences in retail prices across most manufacturers
- Need for detailed data for new product launches
- Need for detailed customer satisfaction measures and customer experience strategies
- Disperse service centers with no interaction of aircraft history

Solution Offering

Hitachi Consulting is helping manufacturers in the VLJ marketplace address key customer relationship management pain points with the AviationCRM solution featuring Microsoft Dynamics CRM software.

This solution allows for CRM information to flow among the various steps of the customer process, including:

- Feeding information to/from external data sources such as the FAA and Dun & Bradstreet into marketing campaigns and analytics
- Using Microsoft SharePoint Reporting Services to exchange CRM data with executives, marketing departments and unique “Customer Hangers”
- Helping move data from aircraft and customer acquisition into the aircraft delivery and ownership phase, including MOSS
- Moving information into the aircraft maintenance and service phase and through to maintenance and service

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AviationCRM for the VLJ Marketplace

Our Approach

Using the AviationCRM solution, Hitachi Consulting works closely with Very Light Jet (VLJ) manufacturers to improve customer relationship management on several levels, including:

- Increase ratings for ProPilot Surveys or other customer satisfaction identifiers
- Increase market share
- Grow profits per aircraft sale
- Increase general customer satisfaction
- Reduce costs across all departments
- Address numerous constraints such as costs, compliance, and regulations

Value Delivered

The value derived with AviationCRM includes benefits in the sales, service, marketing, and other areas.

Sales benefits include:

- Increases in new aircraft, parts and service sales
- Improved 1:1 targeted marketing
- Improved ProPilot Surveys
- A 360-degree view of customer and aircraft
- Deeper use of analytics
- Increased customer satisfaction and retention
- A documented opportunity and lead pipeline
- Moving your company from “product-centric” to “customer-centric”

Service benefits include:

- Targeted NOTAMs based on parts or equipment
- Service-related activities/recalls
- Documented customer interactions across all touchpoints
- Decreased customer service costs
- Access to aircraft servicing history

Marketing benefits include:

- More targeted marketing (company and competitor-owned aircraft)
- Customer segmentation for improved service
- Reduced campaign costs

Authorized service center benefits include:

- Complete understanding of maintenance histories
- Customer insight
- Customer likes and dislikes
- Records of service
- Documented promises
- Reduced costs of automated warranty claims

Additional benefits include:

- Process warranty claims
- Online chat
- Web self-service

For more information on Hitachi Consulting's AviationCRM solution, contact David Sheridan at 303.813.6042 or dsheridan@hitachiconsulting.com.

About Hitachi Consulting Corporation

As Hitachi, Ltd.'s (NYSE: HIT) global consulting company, Hitachi Consulting is a recognized leader in delivering proven business and IT solutions to Global 2000 companies. With a balanced view of strategy, people, process and technology, we work with companies to understand their unique business needs, and to develop and implement practical business strategies and technology solutions.

Hitachi Consulting's client base includes nearly 25 percent of the Global 100 and many leading mid-market companies. From business strategy development through application deployment, we help clients quickly realize measurable business value and achieve sustainable ROI.

Hitachi Consulting – Building the Market Responsive Company®

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