IMPROVING CUSTOMER SUPPORT FOR A GLOBAL AIRCRAFT MANUFACTURER

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>
> VP of Aerospace Services

THE CUSTOMER

The customer is a leading aircraft manufacturer and an industry leader in the manufacturing of helicopters for civilian and military use.

THE CHALLENGE

In the Customer Care Center, the main KPI is Aircraft on the Ground (AOG). Two critical metrics that the Customer Care Center monitors closely and strives to improve are the average time to resolve an AOG issue and the number of AOG events. To do that, they focus on data collection. The challenge was to harness this treasure trove of information from many different sources so that it can drive improvements in AOG metrics.

THE SOLUTION

The customer uses the Attivio Platform to mine two primary streams of information that can influence the AOG metrics: data about the aircraft, and historical case resolution information.

Their customers worldwide send information daily about the health and usage of the aircrafts. The Attivio Platform creates a unified understanding of this structured and unstructured data to drive dashboards and analytics. Support engineers monitor these indicators. If there is a red flag, they can get in front of it and prevent an AOG event.

Case resolution insights are handled in a different system – A Knowledge Base. There have already been a half a million cases logged, and this repository is rich with insights. Attivio's machine learning capabilities help detect trends and patterns in the cases, so that the best solutions can be offered consistently.

THE OUTCOME

Customer service surveys carry a lot of weight in the aircraft industry. By putting their valuable data to work for them, the customer reduced both AOG metrics, and the customer satisfaction surveys speak volumes. According to the VP of Aerospace Services, "We went from a #4 ranking in customer service to a #2 ranking within a year. We showed improvement in every single category. Our biggest gains in customer responsiveness were from the resolution system built with Attivio Platform."