

Leading the fleet

Boeing enhances the customer experience of its MyBoeingFleet information portal

By Marcy Woodhull

Point and click—online shopping just keeps getting easier. And soon Boeing customers using the MyBoeingFleet portal will have an Amazon.com-like experience.

Part of the Information Services organization in Commercial Aviation Services, MyBoeingFleet serves about a half-million customers who visit each month seeking technical and non-technical data and services. Celebrating its 10th anniversary this year, MyBoeingFleet is undergoing a makeover aimed at making the user experience more streamlined, more accessible and uncomplicated.

“MyBoeingFleet is evolving as our company and technology change,” explained Dustin Cox, customer experience manager for e-Commerce at Commercial Airplanes.

The redesign has three major focus areas:

- Improved user experience
- Improved e-commerce and subscription services
- Global search—having one search engine that spans MyBoeingFleet’s applications to cover the information most frequently accessed by Boeing customers (similar to a Google or Yahoo search)

MyBoeingFleet is the source for airplane owners and operators, maintenance, repair and overhaul operators, and other third parties to find information essential to operating Boeing aircraft. Before it existed, customers received paper copies of essential information such as maintenance documents; engineering drawings; flight operations, data and services catalogs; product standards; fleet reliability statistics; and warranty claims. These copies had to be inserted into color-coded binders, which was time-consuming and could lead to costly, even dangerous situations if misplaced or inadvertently omitted.

With the advent of MyBoeingFleet, all documents became available digitally to a global customer base.

The portal also serves as a gateway to the Part Analysis Requirements Tracking page for procuring spare parts. Other features include digital profile drawings, tracking and prioritizing resolution of in-service issues, online and e-mail notices of new service bulletins, a maintenance tooling online ordering system, technical media tracking, and airplane loadable software information.

More than 1,300 customer organizations have access

to MyBoeingFleet, totaling about 47,000 users.

“We started with three applications 10 years ago, and now we are up to 180 applications,” Cox said. “With the launch of our project to redesign MyBoeingFleet, we want to weave together these applications and make them easier to use from the customer perspective and make them more productive internally to Boeing.”

Available around the clock, MyBoeingFleet also generates significant revenue for Boeing and is the secure host for Commercial Aviation Services subscription-based services such as Airplane Health Management, which uses real-time airplane data to help customers reduce schedule interruptions and increase maintenance and operational efficiency.

Cox said the redesign will align MyBoeingFleet with customer workflow and productivity, with the aim of an enhanced customer service experience. The redesign team has been gathering customer feedback and engaging in research to offer the most comprehensive and easy-to-use site for Boeing customers.

Scheduled passenger carriers make up the majority of the

service’s customers. But others include repair and modification centers, cargo carriers, charter private carriers, suppliers, governments, leasing companies and regulatory organizations.

Four high-level contact areas make up MyBoeingFleet:

- Research of technical data, which includes maintenance, flight operations, engineering and supplier information
- Collaboration for fleet support and reliability, supplier performance, and the 787
- Service catalogs for parts, modifications, and data and services
- Operator services for e-enabled services, Airplane Health Management, Toolbox and electronic logbook products

The collaboration feature is particularly important for the new 787 Dreamliner. “There is a social element in this feature for the 787,” Cox said. “Because it’s an all-new airplane, there is a need for collaboration tools and forums specific to the 787 to keep information flowing between customers and Boeing.” ■

marcy.woodhull@boeing.com

PHOTO ILLUSTRATION:

The MyBoeingFleet portal provides a wealth of information to customers of Boeing commercial jetliners such as the 787 Dreamliner, shown here.

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