

The 24-hour customer

Commercial Aviation Services restructures its business to better align with how customers operate

Lou Mancini

Senior vice president, Commercial Aviation Services
Boeing Commercial Airplanes

PHOTO: ED TURNER/BOEING

How can we best support our customers? The answer is simple: We need to have their sense of urgency and mirror how they operate.

That's what we are doing in Commercial Aviation Services. Earlier this year, we reorganized CAS to be naturally aligned with the four main support and services decision-makers at the airlines: Supply Chain, Maintenance & Engineering, Flight Operations and Information Systems. *How* we're organized is not what's important to our customers; rather, it's about making it easier for them to interact and do business with us. (See story on Page 22.)

I regularly remind my team to envision the long life cycle that a Boeing airplane creates for us. Boeing researches and develops, designs, markets and sells, produces and, finally, delivers airplanes to our customers. Once the airplane is delivered, the responsibility for that product shifts from Airplane Programs to CAS, where we provide support, training, parts, maintenance and modifications. The support we provide to the 12,000-plus Boeing airplanes in service today generates valuable data that circles back to Airplane Programs, allowing them to continually improve on our product line—the best airplanes in the world.

Our new CAS organization is better aligned to engage in a marketplace we know is poised for growth. The market for new airplanes and services over the next 10 years is \$2.3 trillion, of which one-third falls into the services sector. To be sure, \$735 billion is a large and attractive market for us. We continue to develop new expanded services to address this large market.

So, what's our strategy to compete and remain the services provider of choice now and into the foreseeable future?

Value.

To be successful, we have developed growth plans in each segment of our business. The key ingredient is our engaged and motivated team. It's our people who work with our customers, who convey and demonstrate the values we treasure, and who produce the innovative products and services the entire world needs. Our employees make it happen for us day in and day out.

All together, it's a great business—forming lifetime relationships with customers by providing them the best life-cycle value for their Boeing airplanes while bringing strong financial results back to Boeing. ■



In a typical day in Commercial Aviation Services there are:

- 40,000 hits to MyBoeingFleet.com
- 20,000 Airplane Health Management messages monitored on 1,100 aircraft
- 380 customer support requests
- 460 pilots and 200 maintainers trained by Training and Flight Services
- 8,000 parts shipments from Material Management and Aviall
- 38,000 flight plans and 2.7 million navigation charts provided by Jeppesen