



## Reinforcing customer relationships

*AWAS survey identifies what is most important to customers*

**THE SITUATION** AWAS required a measurable and repeatable annual survey from which it could obtain an overall picture of how the company was perceived by customers across the

**THE SOLUTION**

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The logo for AWAS, consisting of the letters 'AWAS' in a bold, sans-serif font.

AWAS is a global leader in commercial aircraft leasing and has been providing flexible, customized and competitive aviation finance solutions to airlines worldwide for over 30 years. AWAS runs a portfolio of over 300 modern aircraft on lease to over 100 airline customers in 50 countries. The fleet features a full range of the most popular aircraft types including both narrow bodied and wide body aircraft to serve customers ranging from international flag carriers, low cost airlines, regionals, air freight, charter, and domestic operators.



**About Bsquared Consulting:**

Bsquared has over 20 years' international experience in providing leadership, advice and support to our clients' Customer Relationship Management activities. We specialise in helping organisations to improve and develop their business relationships and provide the means to discover the factors which will drive and transform customer and stakeholder relationships. We achieve this using a range of industry leading and internationally proven tools to create a step change in business confidence in organisations.