



Reinforcing customer relationships

AWAS survey identifies what is most important to customers



AWAS, the Dublin based aircraft lessor, required a clear picture of how it was viewed by customers and an understanding of how it compared to competitors. Operating to tight timescales, Bsquared worked with AWAS to create a customer survey which not only provided crucial customer satisfaction information but also told them what was most important to their 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 globe. The company wanted a measure of customer satisfaction which could be benchmarked in subsequent programmes along with an understanding of how AWAS stood against its competitors. Most importantly it needed to understand changes required to become the supplier of choice in the industry.

THE SOLUTION

Bsquared devised and created a solution which could easily be used by sales people with their customers and which would provide clear value and benefit to both parties. In particular, it provided insight that gave

- an understanding of what drives perception
- direction as to what can be done differently
- a clear view of the competitive position

Measuring satisfaction is only half the story. Determining customers' expectations and the importance they attach to the different attributes is crucial otherwise resources could be spent raising satisfaction levels on things which did not matter. The focus on understanding the most important factors to customers was essential.

Bsquared analysed the data and identified the key messages and conclusions drawn and were able to highlight recommendations for change to the client.

RESULTS

From the results and analysis provided by Bsquared AWAS was able to derive a clear picture of where they stand in relation to other lessors and understand the factors which their customers perceived to be important. The actions needed to become a 'preferred' lessor were identified, key strengths highlighted and improvement actions to meet the opportunities recommended.

The programme reinforced good customer relationships through the sales force surveying their own customers. This allowed them to step back from the everyday interactions with customers and assess the relationship overall

"Bsquared impressed us with their quick response as we had a very tight turnaround time for the project. The first questionnaire they created was pretty much spot on and we were able to run with it almost immediately. The training was punchy and to the point and the analysis extremely insightful. Great support – we were enormously pleased."

Marlin Dailey, Chief Commercial Officer, AWAS

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.