



Unified Customer Support and Services Portal

Abstract

In order to enhance revenues, reduce fleet support costs and increase customer loyalty/satisfaction, the client instituted an e-Business program within their services and support organization. This program focused on modernizing the centralized portal through which all commercial aviation customers could access services and conduct online business with the client company in a more responsive and efficient manner. The customer required a portal that would provide a consistent, intuitive self-service user interface to reflect customer business processes and simplify the customer experience. Through this portal, client's customers would be able to access more information, create a customized experience, perform global searches and purchase a greater variety of products and services. In addition the portal would enable rich on-line usage metrics and business intelligence analytics to guide sales as well as act as an advertising and promotion channel for marketing.

The Challenge

- The program encompassed 20+ independent Business units that maintained separate initiatives leading to competing functional requirements and priorities.
- Due to inconsistent communication, reporting, development policies and processes across the program, knowledge sharing and intellectual property re-use were sub-optimal.
- Stove-piped technology initiatives across over 17 technical communities drove a lack of unified technical architecture and infrastructure.
- Inconsistent user experiences and usage of data across the portal's 200+ member applications confused the customers.
- Misaligned sales and marketing initiatives were unable to be measured due to lack of unified metrics on customer touch points.
- The client required a comprehensive and integrated architecture and solutions roadmap to meet the long term business strategy.

How We Helped

- We defined a cross-organization program structure to unify the objectives of 9 technical teams and 3 customer facing business organizations as well as integrate business initiatives.
- We implemented an integrated program management office that developed integrated schedules, best practices for communication, change management, risk management and performance metrics to govern all business and technical teams.
- We enabled cross-organizational technical alignment and developed a common process for implementing technology solutions.
- We drove a common infrastructure and user experience for use in member applications.
- We provided business guidance, prioritized functional requirements and an enterprise solution roadmap in alignment with key business strategies.

End Result

- Reduced inefficiencies by successfully unifying organizational initiatives and enabling a more collaborative environment.
- Successfully completed the first phase of technical alignment and delivered a cross organizational technical vision and roadmap.
- Successfully implemented program management best practices and combined waterfall/agile development techniques across the program which will produce more rapid development cycles and reduce over-all program risk.