

Our clients put their trust on us:

Airbus Group, ATR, Bombardier, CNHi, Dassault, Snecma, Turbomeca, ...

We benefit from strong partnerships:



Capgemini additional assets

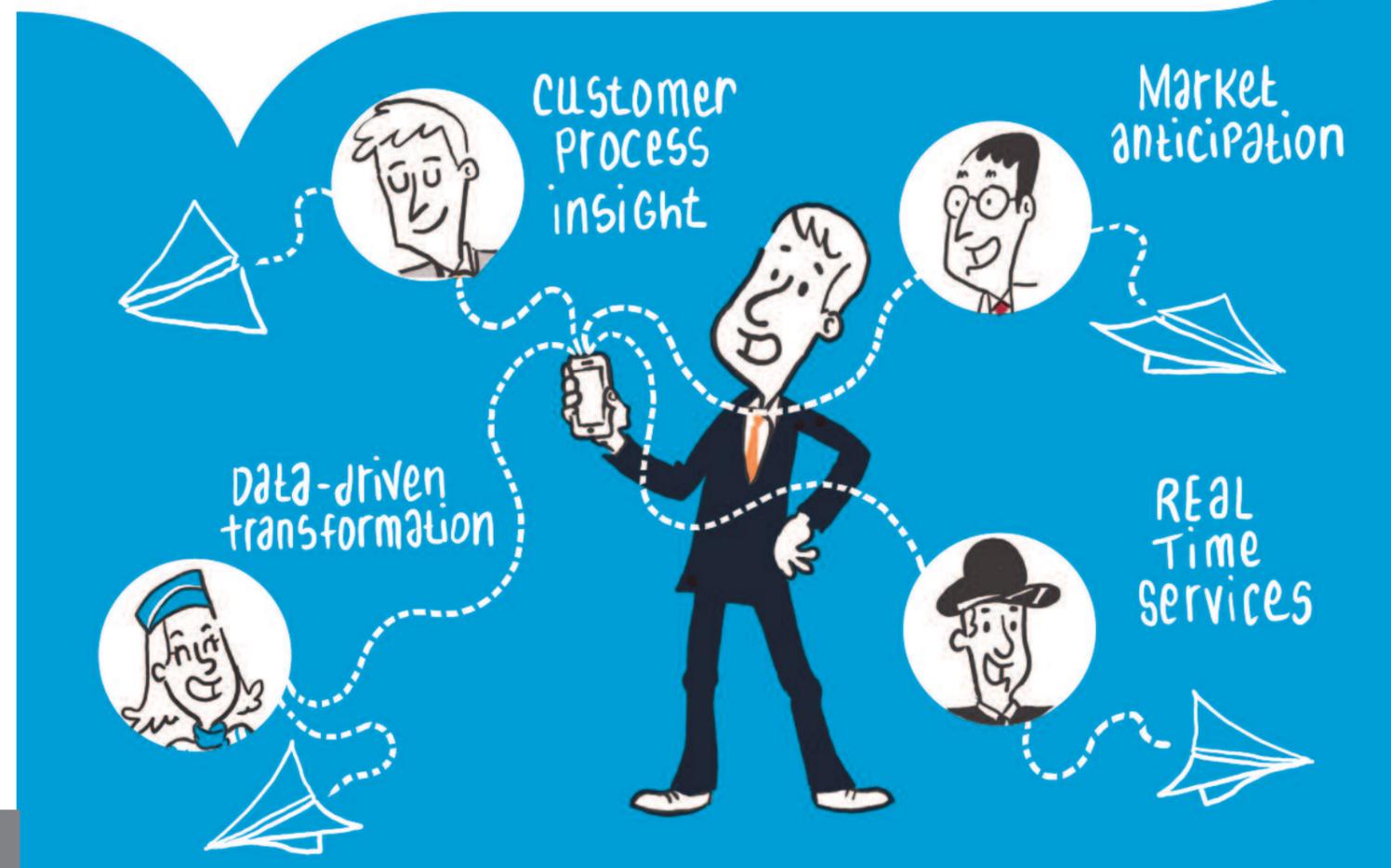
- Digital innovation: Lab'Innovation (new techno, digital trends, mobility, rapid design solutions), Big Data, Agile approach, web design.
- Enterprise architecture (IAF/TOGAF).
- Acceleration and convergence methodologies such as ASE.
- Project portfolio management, crisis management, collaborative tools.

Successfully deployed services:

Capgemini has been guiding Airbus Aircraft in the redesign of their existing customer portal. The main objectives were to use web state of the art ergonomics, to enhance performance and access to data and to provide a better user experience. Capgemini solution allowed to :

- Secure the digital transformation with a strong digital governance
- Ensure seamless business back end integration
- Perform a front end design in an agile way of working
- Leverage a network of more than 100 users in 14 airlines, 12 Customer Support Directors and 20 Field Service Managers
- Achieve the connection and migration of 120 applications, targeting 60000 users over 500 customers entities and more than 100 internal contributors.

Grow Customer Services



About Capgemini

With more than 145,000 people in over 40 countries, Capgemini is one of the world's foremost providers of consulting, technology and outsourcing services. The Group reported 2014 global revenues of EUR 10.573 billion.

Together with its clients, Capgemini creates and delivers business and technology solutions that fit their needs and drive the results they want. A deeply multicultural organization, Capgemini has developed its own way of working, the Collaborative Business Experience™, and draws on Rightshore®, its worldwide delivery model.

Contact :

Marc Rivière
marc.riviere@capgemini.com

Learn more about us at
www.fr.capgemini.com

Rightshore® is a trademark belonging to Capgemini.

Transform your Customer Services and develop disruptive services

Aircraft OEMs and MROs Customer Services are undergoing a fundamental business change from a product centric to a service centric philosophy. In this context, innovation is not an option in order to increase profitability and flexibility as well as to improve customer engagement. We believe that achieving this transformation requires:

- **Connected Customers:** To satisfy your customers need for an easy way of interacting with your company. The aim is to provide a consistent premium brand experience.
- **Data-driven Insights and customer oriented mindset:** To succeed in putting the customer at the center of your business, you need the right data management to pave the way for new services such as Predictive Maintenance and to prepare your staff for new forms of customer engagement.
- **Aligned Partners:** Your partners and suppliers need to be strongly customer focused, digitization and automation are key to enable real time feedback to customers.
- **Market anticipation:** To build a clear knowledge on market trends and changes in order to maintain a competitive edge.

The Customer Services are facing a real revolution with the emergence of disruptive services. Capgemini combines all the required assets to accompany you in this transformation.

Capgemini approach for achieving this required transformation is based upon 4 pillars to help you thrive and develop your services. Those pillars can be considered jointly for a global solution or separately depending on your context, problematic and timeframe.

Your challenges

- Provide high quality information in real time
- Analyze customers behavior and maximize perceived quality
- Build global understanding of customers from multiple sources of information
- Develop collaboration with customers for best reactivity of support and services

Understand and interact seamlessly with your customers



In order to provide your customers with the best experience when you interact with them during their usual business, a precise **customer process insight** has to be built.

Putting yourself in the shoes of your customers by performing the typical “customer journey” at each step of their activity will allow you to identify their usage and interactions with your applications and services, to assess their satisfaction with a deep understanding of the value they perceive, and to track thoroughly uncovered needs as they represent opportunities for new services.

This analysis is the prerequisite for the elaboration and the implementation of your **Customers Experience Strategy**, taking advantage of new services opportunities and selecting the best adapted new technology digital solutions.

A new target organization and new internal competences will result from it, along with the set-up of real time feedback and behavior analytics.

Capgemini has been accompanying major Aircraft manufacturers for many years in their transformation toward full customer digital interaction, from the customer feedback standpoint to the definition of their CRM and Web portals.

Your challenges

- Address short term challenges: cost reduction vs delivery commitments
- Leverage data to enable new services
- Adapt your organization to your service portfolio
- Set up cultural change towards service mindset

Achieve data driven business transformation to enable new services

Your business transformation shall be value-oriented and thus data-driven. Indeed, data is at the core of all interactions among customers, business, suppliers and other market actors. Master this big and fast-moving data is the key to improve your productivity and to develop new service offers.

It requires to reinvent the way information is managed and to **benefit from Big Data** technologies to speed up data access and broadcasting, whilst keeping safety your first concern.

This transformation will make organizational silos senseless, as well as the current back-office concept, giving way to a much more **agile organization** always connected and **interacting with customers** at each step of their business processes. In this context, change management within your teams is a key success driven.



Capgemini has a renowned expertise and experience in Big Data and Business Transformation including IS master plan, Data Segregation & Safety and Change Management.

On board your suppliers and partners on an end to end service approach

Your Suppliers are key contributors to the success of your Service offer and shall be fully embarked in the Customer Services transformation process.

In order to comply with the customers need for **real time service**, direct interaction points have to be defined between the suppliers and the customers. For the same reason, processes have to be reengineered between the suppliers and the Customer Services focusing on digitization and automation. This will lead to new **collaborative ways of working** that will require a close change management approach to ensure their optimum competence and customer oriented mindset.



In addition, you will gain a better **supplier integration** and a full visibility on the end to end supply chain by connecting data and material flows and centralizing their monitoring.

Capgemini has a strong expertise and a long experience in supporting aeronautical businesses in their extended Enterprise set-up, supplier assessment and supply chain process performance.

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Know and anticipate market trends and technology breakthroughs



Knowing the market trends and offers from your competitors is paramount for the success of your future services.

A fine approach is based on an accurate market capture and technological watch, **which consists in benchmarking** top competitors and other industries, targeting solutions, assessing your ecosystem and analyzing the identified **new services opportunities**.

A strong data collection and analysis capacity will be a key driver. Take full advantage of state of the art methods and tools, enhance your awareness of technological and innovative breakthroughs and finally ensure the **right positioning** of your services offer.

Capgemini has extensive knowledge of differentiating technologies and practices used by leading aeronautics companies, as well as a strong culture of innovation, that we express in our Innovation Labs and in the development of proof of concepts in partnership with start-ups.

Your challenges

- Align Suppliers with your Customer Services transformation
- Integrate Supplier data for more service added value
- Ensure Suppliers competitiveness and competence
- Optimize your Supply Chain for better reactivity & reliability

Your challenges

- Set up market trends awareness
- Analyze your service offer positioning
- Leverage technology breakthrough to enable new services
- Take advantage of other industries innovative ideas

How to get started?

A preliminary flash diagnosis to assess your situation: Quick Wins and Improvement Plan

A tailored approach based on our co-built analysis: Transformation roadmap and Action plan