



CASE STUDY

Signature Flight Support Fosters Greater Customer Loyalty, One Customer at a Time

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SIGNATURE FLIGHT SUPPORT FOSTERS GREATER CUSTOMER LOYALTY, ONE CUSTOMER AT A TIME

CLIENT PROFILE

Industry	Fixed Base Operation (FBO) for Business Aviation Services
Headquarters	Orlando, FL
Operations	80+ locations worldwide

CUSTOMERS

Business and commercial aviation companies

GOAL

To be known for exceeding customer expectations

PeopleMetrics client since 2004

Signature is the world's largest supplier of aviation services to individuals and business customers internationally. They provide a wide range of services to clients in 80+ airports throughout the world, so competing on quality over price is a primary strategic imperative for this organization.

THE CHALLENGE

The world of privately owned planes is not expansive and each customer represents immense value to our client. Signature needs to withstand threats from increased competition and the perception that aviation services are a commoditized service offering.

To counteract these two threats, Signature has a stated goal to exceed customer expectations through continually anticipating and meeting customer needs.

THE APPROACH

PeopleMetrics first partnered with Signature Flight in 2004. After a thorough discovery phase, we moved into capturing customer feedback on recent transactions experienced at a few of Signature's locations.

Today, after five years of successful execution, PeopleMetrics sends out approximately 100 survey invitations per day, equating to around 40,000 per year, capturing feedback on the service delivered at 75 locations in Europe and the US.

In addition, the survey can be accessed via Signature Flight's website, allowing customers without email addresses to also provide feedback. When a customer submits their survey one of two outcomes follow:

1. Action Alerts are created and emailed to the President, Vice Presidents and General Managers to ensure that key stakeholders in the organization receive the feedback in a timely manner
2. If the customer's individual feedback does not warrant an Action Alert, the customer receives an automatic thank you for participating

What Happens Next?

Daily: 150 General Managers, Regional Managers, and Company Executives access a central, online repository - the VoC Hub - to view and take action on customer feedback.

- The Hub's dashboard and Real-Time Reporting functionality shows leaders how customer scores are trending over time
- This trending data helps the organization make decisions about improvements in customer service

Quarterly and Annually: Signature Flight receives strategic reports of their aggregated VoC data, complete with recommendations for actions the organization should take to continually improve the customer experience.

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Creating Accountability

- To encourage accountability and line of sight, General Managers are rewarded on the number of survey completes and their Customer Loyalty scores
- Employees with the highest number of Customer Recognition Alerts are rewarded and recognized in numerous ways
- To encourage continuous improvement, GMs share best practices at company meetings and coach GMs from underperforming airports

THE RESULTS

The benefits of this approach have been shown to be:

- **Higher customer retention** rates due to exceptional service
- **More engaged General Managers and employees** who take pride in engaging their customers and peers
- **Organizational alignment** towards the ultimate goal of achieving customer-centricity
- **A new level of transparency** allowing the senior management team to keep a daily pulse on service quality
- **Stronger relationships with customers**

“It is clear executives beyond our department see the value of PeopleMetrics’ data. The **responsive, helpful nature** of the PeopleMetrics team feels as though we have a partner and not just another vendor or consultant.”

Steve Lee

President

North America

“I wholeheartedly recommend PeopleMetrics as a partner. They have been consistently smart, capable and responsive in assisting us as we transitioned from our traditional approach to a new service offering. With our new knowledge, **we completely revamped our service offering**--and then created all new marketing plans to communicate the change.”

Mary Miller

Vice President

Customer Relations