

As part of the EADS Quality and Operation Excellence Programme, Eurocopter is sounding out its customers

Customers give their feedback

Since 2001, Eurocopter has been conducting regular customer surveys in order to ascertain its strengths and weaknesses and take appropriate courses of action. To improve upon how it addresses the needs of its customers, and to increase customer satisfaction, Eurocopter now aims to gain even more specific information within the framework of the EADS Customer Review Process.

■ Serena De Sanctis. Marignane

Since June, Eurocopter has been conducting personal interviews with six pilot customers, and will develop a tailored package of measures by the end of the year for addressing specific customer requirements. The six represent the entire range of Eurocopter customers in terms of mission spectrum, fleet size, operating range and aircraft types deployed.

Within the framework of the Customer Review Process, Eurocopter interviews four to six managers at each company, each representing different activities such as engineering, maintenance, logistics and operations, with a view to gaining a better and more precise idea of the customer's requirements profile.

In the course of the one-hour interviews, the customers are asked to provide detailed answers



The aim of the customer review process is to make sure that customers are satisfied and their aircraft are always available for missions as offshore for Bristow.

on how they rate the company's performance in terms of reaction time, problem-solving ability, value enhancement and product quality.

Jean-Pierre Dedieu, head of Customer Support at Eurocopter, describes his company's guiding principle: "Our relationship with our customers does not end with product delivery. We see ourselves as a partner who supports customers in their efforts to use their helicopters as a means of accomplishing their assignments as efficiently as possible." He adds, "Each customer has different demands, agendas and objectives, which we have to address on an individual basis. By conducting

thorough one-on-one interviews, for which the customers must also set aside a good deal of time, we aim not only to initiate short-term measures, but also to support and improve our strategic planning in Customer Support for the long view."

The focus on individual requirements applied in the Customer Review Process is greatly appreciated by the customers. Nick McDonald-Gibson, Commercial Director at Bristow, is delighted to have the opportunity to take part in the process as a pilot customer, but also expects it to lead to concrete results. Jakob W. Seitz, Managing Director of Operations at the

Swiss company Rega, explaining his decision to take part in the pilot programme: "A high degree of customer satisfaction is a win-win situation – products are continuously improved, lasting alliances are formed, and fluctuation is reduced due to more satisfied employees, which in turn makes it possible to improve the working environment."

In this sense, analysing customer satisfaction and improving it is a continuous process can only be of benefit to both sides – which for Rega is motivation enough to participate.

Eurocopter will present its action plan to the customers at the end of the year.