

EADS Improvement Programme covers 5 streams: Customer Review process, Black Belt Skills Development, Supply Chain Planning and Execution, Product Development Process and Programme and Risk Management. This programme implemented throughout EADS in order to improve on-time and on-quality delivery is one of the pillars of the EADS Triple I agenda. The Customer Review process (CRp) at Eurocopter has already yielded important results.



The customer is king

■ Werner Krombolz. Marignane/Donauwörth

The CRp examines, in a structured way, the strength of the relationship with customers and their confidence in EADS as a supplier. The data obtained is used to gain a better understanding of the relationship with customers and to drive change that will improve that relationship to the benefit of both parties.

At Eurocopter, the CRp took place in the second half of 2005 and beginning of 2006. Eurocopter met six major customers

representing a cross section of the company's customers in the oil and gas, parapublic, military, emergency medical service (EMS) and commercial sectors respectively. Thirty-three interviews were carried out with technical and logistics managers, pilots, and other key actors of the companies. The interviews were followed up with a detailed analysis of the comments and numerical assessments given by each interviewee.

As many of the suggested improvements were of interest to all of Eurocopter's customers; four

additional specific new actions have been implemented as part of Eurocopter's Customer Satisfaction Improvement Plan. Namely,

- to improve the clarity of pricing for spare parts activities,
- to strengthen obsolescence management,
- to increase freighter logistic support traceability,
- to modify the entry procedure to the Marignane site in order to welcome customers more quickly and comfortably.

Existing improvement actions were acknowledged by the customers and will be continued (including improvement of spare parts availability, reduction of R&O lead times, vendor turn around times improvement, Tiger /NH90 in-service support).

Additionally, this CRp has also allowed Eurocopter to gather more general information: accord-

ing to what the customers say, Eurocopter's products are undeniably the best on the market. Customers also appreciate the skills and motivation of Eurocopter's employees, and recognise that Eurocopter has made significant improvements since 2004. Nevertheless, a general criticism was that responsiveness in the spare part business has to be improved considerably.

It is planned that the CRp will be extended in 2007 to more customers, with just one goal in mind: enhancing the relationship with customers and their confidence in Eurocopter's services and products.

In parallel to the CRp, Eurocopter implemented a new organisation in April. Each customer now has a single, personal contact: the Key Account Manager. Within this organisation, Eurocopter will endeavour to reduce the rotation of staff in contact with customers so that solid and stable relationships can be built up and sustained. ■



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