

An ear to the customer

Customer confidence is fundamental to the success of EADS. By actively listening to its customers EADS aims to reach a clear understanding of what they expect from the Group. With improved customer understanding EADS can build better products, services and solutions, meet customer expectations and drive forward a more effective organisation.

In 2005 EADS launched a structured Customer Review process® (CRp) to assess and strengthen relationships with key customers and also assess their confidence in EADS as a supplier. The process, based on face-to-face interviews, is set up between EADS' Executives and key influencers and decision-makers within the most important customer organisations.

All EADS Divisions and Business Units were invited to participate. Astrium Satellites ENS, Astrium Services MCS, Defence Electronics, Eurocopter, MTAD, Socata have completed

their first CRp programme. Eurocopter and MTAD are on their way to complete their second. A customer review process was also launched with defence customers in the four home nations (France, Germany, Spain and the UK)

Some of the most consistent messages across all programmes are that EADS needs to deliver products and services on time. However, in addition customers commonly stated that EADS has to:

- understand customer priorities better,

- describe organisation and responsibilities in more precise terms,
- and improve early warning communications of impending problems.

At the same time, customers highlighted their perception of EADS people as very capable and committed – their competencies and abilities are truly valued.

The data obtained through the CRp is used to drive change within EADS. Many of the actions already undertaken within the CRp action plans have deliv-

ered a positive impact on customer confidence as demonstrated by the example from Defence UK (FiReControl contract).

The FiReControl contract highlights the fact that EADS customers welcome the approach. Positive feedback from customers clearly indicates that EADS is moving in the right direction and gives added encouragement for the Group to deploy the process throughout the company to further strengthen its relationships with customers and to increase their confidence in EADS' ability to meet their needs.

Werner Krombholz



Eurocopter is on its way to completing its second CRp programme. Maverick is an important US customer.