



Raytheon Aircraft Company, a subsidiary of Raytheon Company, designs, manufactures, and supports Beechcraft and Hawker business aviation aircraft for the world's commercial, military and regional airline markets.

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C Case Study: Raytheon Aircraft Company

Business Challenge

Raytheon Aircraft Company designs, manufactures, supports and markets Beechcraft and Hawker aircraft to a sophisticated and ambitious customer base. They service more than 40,000 aircraft in the field and each aircraft contains thousands of parts, some dating back to the 1940s.

Raytheon Aircraft previously served these customers through a decentralized computer system involving several different programs that did not meet their high standards of service and support. Staying true to their commitment to customer satisfaction, they analyzed the problem and concluded they needed to:

- Create a "customer memory" to allow timely and hassle-free service
- Link inventory data from geographically diverse service centers
- Enable customer service to obtain data through the web
- Increase their fill rate for parts to keep customers satisfied

The Solution

To help manage their customer relationships in a more organized way, Hitachi Consulting, the global business and IT consulting arm of Hitachi, Ltd., implemented a comprehensive customer relationship management (CRM) solution for Raytheon Aircraft. Using this solution as part of a renewed focus on customer service, the company has dramatically improved its customer service levels throughout the organization.

The solution provides a much-improved customer service experience at Raytheon Aircraft by giving customer support personnel real-time access to customer information and aircraft service details, allowing them to better focus on customer issues and their solutions. Now, Raytheon Aircraft personnel can view customer-specific information about parts, order history, warranty data, plane ownership and service calls all within a single, integrated system.

C Case Study: Raytheon Aircraft Company

Hitachi Consulting worked with the Raytheon Aircraft team to integrate the new CRM system with Raytheon's numerous legacy systems and create a cohesive record of all customer activities. In only 16 weeks, Hitachi Consulting implemented Siebel System's Customer Support Program and integrated it with external and internal systems.

"We understood their business problem and worked together to define a practical solution that would support their vision and deliver measurable results, quickly."

Brian Johnson
Hitachi Consulting VP of CRM Solutions

Raytheon Aircraft realized the following value-driven results from the project:

- Customer Support personnel dramatically increased direct contact with customers
- Web contact has increased to nearly 800 touches daily
- Direct contact with customers has increased to over 5,000 touches daily

Business Benefits

The CRM system allowed Raytheon Aircraft Company to:

- Provide customer-specific service/information from one centralized system/location
- Coordinate all customer activities and follow up on a timely basis
- Hold all employees accountable for performance, follow-through, and interaction with customers via a touch log
- Learn from and react to data previously unattainable through legacy systems
- Implement customer color code-rating on all calls, flagging and distributing calls to appropriate managerial levels
- Pinpoint problematic trends or issues
- Eliminate duplication of efforts by enabling any team member to "pick up" a customer request, review the complete issue history, and view resolution steps already taken
- Streamline data transfer to the Aircraft-on-Ground and Flight Critical teams, allowing for quicker response and process initiation



About Hitachi Consulting

As Hitachi, Ltd.'s (NYSE: HIT) global consulting company, Hitachi Consulting is a recognized leader in delivering proven business and IT solutions to Global 2000 companies across many industries. We leverage decades of business process, vertical industry, and leading-edge technology experience to understand each company's unique business needs. From business strategy development through application deployment, our consultants are committed to helping clients quickly realize measurable business value and achieve sustainable ROI.

Hitachi Consulting's client base includes nearly 30 percent of the Fortune 100 as well as many leading mid-market companies. We offer a client-focused, collaborative approach and transfer knowledge to our clients throughout each engagement. For more information, call 877-664-0010 or visit www.hitachiconsulting.com

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