

NETWORK

CUSTOM-TAILORED CUSTOMER SUPPORT

Faced with a broad array of customer support requirements and challenges, Safran's helicopter engine specialist Turbomeca custom tailors its services.



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Helicopter users are as diverse as their missions, from the VIP with a single machine, to operators with fleets exceeding 400 rotorcraft, and of course armed forces. But customer support is equally important to all of these users.

According to Turbomeca's vice president, sales and customer satisfaction, operators, Laurent Fiard, "We offer a wide variety of contracts to meet the needs of our very diversified clientele, from simple repairs, what we call 'Time & Materials', to leasing and standard replacements, plus of course support by the hour, or SBH, and total support packages."

For scheduled maintenance, Turbomeca will shortly expand its service offering by adding an application called "Basis", which provides real-time tracking of engine condition. Based on RFID (radio frequency identification) technology, this fleet management tool will match maintenance services to actual needs, thus keeping aircraft in the air, decreasing parts inventories and, in the final analysis, improving flight safety.

LOCAL SUPPORT, FAST REACTIONS
"We also focus on close support for our customers, both culturally and geographically, to react quickly to their needs," adds Laurent

Field Rep for Central Europe:

Responsible for
35
operators

388
engines under his responsibility



Christian Gabriel (left) and Wolfgang Burger (right) stay in permanent touch.

→ **WOLFGANG BURGER**

ÖAMTC,
Vice President
Engineering

Wolfgang Burger has been head of engineering at ÖAMTC, the Austrian automobile club and the country's largest civil helicopter operator, for ten years. "ÖAMTC deploys a fleet of 27 EC135 helicopters, all powered by Arrius 2B2 engines, and we log some 9,000 flight-hours a year," he says. "ÖAMTC was one of the first operators to sign a 'service by the hour' (SBH) contract with Turbomeca, back in 1997, covering our 54 turbine engines.

We always have two complete spare engines and two Fadec engine control units on hand, and the manufacturer guarantees shipment of spare parts within 24 hours. We have the full support of our Field Rep, who is always available in an emergency - he's really our prime contact with the vendor." On September 1, 2010, ÖAMTC was certified as a Level 3 maintenance center (the highest rating) for Turbomeca engines, clearly reflecting the relationship of mutual trust between the engine-maker and its long-standing customer.

1. Österreichische Automobil-, Motorrad- und Touring Club

Fiard. Backing this local support, Turbomeca's workforce includes people from 36 different countries. Turbomeca spans the globe through a dozen offices, backed by a network of partners, including distributors and MRO (maintenance, repair and overhaul) centers.

Every person in the network applies the same basic principle, namely "listen to our customers!" As Laurent Fiard explains, "We organize a number of meetings with operators, from symposiums on all continents to training workshops for our engines. We also hold customer councils, providing a forum to discuss progress paths with them. Another very important concept is our 'blue teams', where users and designers get together to think about solutions for our products and services." The Nomad reporting system, a key to information circulation, also plays an important role by facilitating the sharing of experiences between operators and Turbomeca.

SPECIFIC MISSIONS

Each office worldwide hosts a trio of customer service specialists: the Customer Support Manager, in charge of customer satisfaction, assisted by the Customer Support Representative, who

handles sales administration and interfaces with industry to ensure that contracts are executed smoothly. The third member of the trio is the Field Rep, who shares his deep understanding of the company's products with customers. The Field Rep plays a key role in this setup, as Christian Gabriel, Turbomeca Field Rep for Austria, Slovenia, Croatia and the German government, explains: "Our knowledge of helicopters, engines and operations means that we can propose concrete solutions to our customers. In fact, that's one of Safran's major competitive advantages in this market."

Turbomeca continues to expand its web of service centers to improve local support for customers with small fleets. "About 80 percent of our customers own fewer than three helicopters," notes Laurent Fiard. "For an operator who logs just 150 flight hours a year, the general overhaul of the engine will only come once every twenty years. But we can't wait that long to meet him and ask about his needs. Ensuring customer loyalty requires at least three or four personal visits a year. So we call on local partners, who are largely present worldwide, to deliver the local support we owe our customers." ■