

HITACHI
Inspire the Next¹

Signature Flight Support Success Story





CUSTOMER PROFILE

Signature Flight Support Corporation, a BBA Aviation plc company, is the world's largest fixed-base operation (FBO) and distribution network for business aviation services which include fueling, hangar and office rentals, ground handling, maintenance and a wide range of crew and passenger amenities at strategic domestic and international locations. Headquartered in Orlando, Florida, Signature Flight Support currently operates at more than 100 locations in the United States, Europe, South America, Africa and Asia.

INDUSTRY

Air Travel

LOCATION

Headquartered in Orlando, FL

“From the start the Hitachi Solutions consultants understood Signature’s vision of integrating sales, marketing and operations customer data to capitalize on the synergies of business intelligence.”

- **Melissa Singer, Director of Brand Extension**

Dynamics CRM

CUSTOMER SERVICE TAKES OFF FOR SIGNATURE FLIGHT SUPPORT WITH THE HELP OF CRM SOLUTIONS FROM HITACHI SOLUTIONS

When we think of air travel and customer service we generally think in terms of the passenger experience. We rarely think of the pilot and flight attendant experience.

Commercial airline crews and passengers, of course, have prescribed routes and company regulations which tend to create a certain routine to their experiences. Private jet crews and passengers, on the other hand, often confront new adventures with every flight. When they land at a new airport, for example, what are the fixed-base operations (FBO) that can fuel and provide services for the aircraft, what are the catering, hotel, and transportation options?

Signature Flight Support provides these details and many more concierge type services.

Signature Flight Support, a BBA Aviation plc company, is the world's largest FBO with more than 100 facilities around the world. The services they offer range from fueling and ground handling for the aircraft to arranging catering, hotels and other amenities for the private jet crews and passengers.

Acting as a personal concierge for thousands of crew members and passengers traveling around the globe, Signature Flight Support takes its brand reputation very seriously. Melissa Singer, Signature's Director of Brand Extension, is charged with ensuring that the unique needs of every flight crew and passenger are met with complete customer satisfaction.

It's for that reason that Signature turned to Hitachi Solutions of Greenville, South Carolina, to assist in the integration of Microsoft Dynamics CRM with Signature's proprietary state of the art point-of-sale system, Signature SIGnetTM.





Prior to the MS Dynamics CRM implementation, Signature's customer information technology was limited in the ability to efficiently share information throughout their FBO network.

"We had a very basic customer database technology with only limited ability to share information across our network in real time. We lacked the cutting edge technology to efficiently deliver the world-class service excellence we are known for" Singer explained.

Signature Flight Support chose Hitachi Solutions because of its specific expertise in MS Dynamics CRM and its reputation of customer service excellence, including numerous accolades, such as Microsoft Dynamics CRM Partner of the Year. Singer says her organization was essentially new to CRM and that Hitachi Solutions gave them business and technical guidance in developing their CRM solution. "From the start", she adds, "the Hitachi Solutions consultants understood Signature's vision of integrating sales, marketing and operations customer data to capitalize on the synergies of business intelligence."

The customized CRM application integration with the Signature SIGnet™ system was completed in 2010. Singer reports that it is a great success and building advocates throughout the company; that it is simple to operate and perfectly tailored to Signature's needs. She says, "Our service is highly personalized, and customers appreciate the convenience our technology investment provides them. For example, we keep their individual service preferences for catering, hotel, and transportation in CRM which saves them time and allows us to deliver that personalized service throughout our entire network"

Singer shares that the success of CRM at Signature has led to the creation of a BBA Aviation enterprise CRM initiative. Together with Hitachi Solutions, she has led the charge in developing an enterprise CRM for Signature's parent company, BBA Aviation.





“Signature is part of BBA Aviation which owns multiple aviation companies. Many of our customers overlap and we can now use the data we collect to create compelling sales programs across sister companies and provide ourselves the ability to deliver superior customer service in our own areas of expertise.” She credits the rapid expansion of CRM within BBA Aviation in part to having chosen an excellent partner in Hitachi Solutions.

Singer confidently states, “Hitachi Solution’s expertise and foresight in guiding Signature’s decision making toward creating an expandable CRM platform during the Signature CRM development process has allowed CRM to expand across BBA Aviation at a remarkable pace.”

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