

2007 Customer Satisfaction Survey: What you told us



LOU MANCINI
Vice President and General Manager
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Our thanks to all of you – our valued airline customers – who participated in our 2007 customer satisfaction survey. The results showed a significant improvement in your rating of our customer support since our last survey in 2005. You told us that you had seen improvement in our overall support of currently produced airplanes; our working relationships and communication; our business-to-business Web site, MyBoeingFleet.com; and our maintenance documentation.



The BCA Operations Center opened in December 2005 in response to the 2005 customer survey.

Since the 2005 survey, we have:

- Opened the Boeing Commercial Airplanes Operations Center to improve our response time and communication with you in urgent situations.
- Expanded parts inventories at our distribution centers in Amsterdam, Beijing, Dubai, London, Singapore, and the United States.
- Placed our global training centers in locations to better meet local needs.
- Established a customer council with airline executives to review Material Management policies and practices.
- Revised our process metrics to better reflect how your business is affected by our day-to-day support operations.
- Embarked on an ambitious effort to improve our suppliers' on-time performance and support.
- Increased the finished quality of maintenance documentation.
- Reintroduced our technical customer publication, *AERO* magazine.

Our goal is to improve our support to you year after year, so that you can operate your Boeing fleets as efficiently and safely as possible.

In addition to telling us where we are improving, you also told us where to put our efforts in the future. In response, we will continue our efforts in the areas listed on the previous page and also focus on improving our response time for:

- **Urgent airplane-on-ground (AOG) service requests.** Our on-time responsiveness to AOG requests has increased dramatically since the inception of the Operations Center — from 73 percent to 96 percent; however, we will continue to work to get our on-time performance even higher.
- **Approval of structural repairs.** We have a threefold approach to improving our response time on these requests: We are increasing capacity by adding stress analysts, service engineers, design engineers, and authorized representatives. We are streamlining our work flow using Lean principles and practices. And we are focusing our proactive efforts on increasing the availability of already-approved repairs in structural repair manuals, offering training on request quality and repair analysis, and providing guidance on major/minor repair classification. (This last topic is covered in detail in “Approved Versus Acceptable Repair Data,” *AERO* third-quarter 2007.)
- **Spare parts.** After two years of focus on Lean, our Material Management organization has been transformed. Customers are seeing us respond more quickly. We plan to publish more reliable lead times; do a better job of supporting all types of in- and out-of-production parts, as well as customers with small fleets; and provide more data on key performance associated with service bulletins, management control parts, and price escalation.

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Again, thank you for taking the time to give us formal feedback on our business. We always welcome your comments and ideas on how to serve you better.



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The Spares Distribution Center in Seattle, Washington, is one of six serving customers worldwide. An advanced mainframe computer system links the centers in Amsterdam, Atlanta, Beijing, Dubai, London, Los Angeles, Seattle, and Singapore, providing up-to-the-minute inventory control.

