

A cornerstone for customer engagement

The new customer portal, modern and accessible 24/7, simplifies the day-to-day life of 3,000 helicopter operators and boosts their operational efficiency.

Summary

The purpose of Airbus Helicopters is to provide the most effective civil and military helicopter solutions to its customers. In 2016, this division of the Airbus Group turned to Liferay to redesign its customer portal and put forward a more modern platform that is adapted to the customer journey of its helicopter operators, who constitute 24,000 users.

airbus.com/helicopters

In Brief

INDUSTRY:

Aeronautics

COUNTRY/REGION:

France

USE CASE:

Customer portal

KEY FEATURES:

Content management (themes, pages, resources, etc.), role and permission management, online services, responsive design

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Keycopter brings efficiency and autonomy to helicopter operators. By providing coherent online services, it is easy for our customers to keep their aircraft in good condition.

Jérôme Chauvin
IM Project Manager, Airbus Helicopters

Challenges

- Engage customers and simplify their operations through a modern and customizable platform
- Present the online services in a manner that is adapted to the customer journey of the helicopter operators and break down silos
- Integrate third-party business applications and improve time to market
- Optimize the role and permission management process

Results



USER EXPERIENCE

Optimized experience thanks to more coherent services



24/7 AVAILABILITY

Accessible online services at any time



GREATER PRODUCTIVITY

Daily gain in time and efficiency



WEB AND MOBILE ACCESS

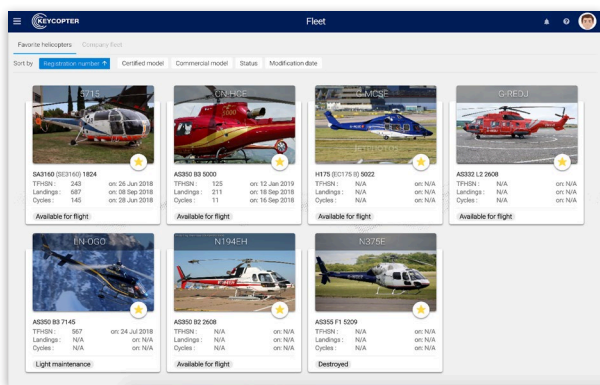
Compatibility with all web and mobile devices

Modernization & engagement

More than 3,000 civil and military operators rely on the customer portal of Airbus Helicopters to keep their aircraft operational. Therefore, a project was launched to redesign the portal and turn it into a modern customer engagement tool, available 24/7 on a computer, tablet or smartphone.

Liferay technology, already used for the IT Services portal of the Airbus Group, was chosen for its rich features and customizable elements.

On the one hand, the new portal had to adapt to the customer's journey and improve time to market by optimizing access to information and services, until then kept in silos and vertical structure. "We needed to break down silos to give new meaning to our services and adapt them to the way in which customers operate their helicopters, not to the way in which Airbus is organized" explains Jérôme Chauvin.



On the other hand, it was vital to integrate existing heterogeneous business applications. This also included the introduction of a more robust and reliable permission management process.

Transversal functionalities

The redesign project was based on four major pillars. Marketing requirements led to the creation of a public website that promotes services among operators and other users.

Transversal functionalities were implemented, such as customer account management, initial contact, notifications or fleet management. The single sign-

on process was optimized and browsing organized by helicopter fleet to break down silos between services. In addition, customized dashboards now enable the most relevant information to be displayed on the basis of the user's profile.

Finally, user management was improved thanks to role management and identity provisioning.

Interactivity & simplicity

Keycopter, the new portal was rolled out at the end of 2018 among all customers around the world: 3,000 companies and 24,000 users.

In the Techpub section, each operator can view and download up-to-date technical documents, thereby optimizing maintenance tasks.

The Warranty section allows claims to be managed electronically. The operator can contact the teams responsible for warranties, view his or her requests as well as company requests in a centralized way and monitor their progress, thereby saving time and improving efficiency.

The operator can also submit a question through the Requests section to make the most of the teams' expertise interactively.

The Ordering section allows the operator to purchase spare parts and track orders, quotations, and online invoices. This is an essential section for Airbus Helicopters as it represents a large share of the company's revenue.

Finally, the operator benefits from health and usage reports regarding his helicopters thanks to integrated sensors that collect this information.

Towards a single platform

Today, Airbus Helicopters wishes to move towards a microservice architecture and collect activity data on the portal in order to create more customized offers for its users.

Airbus Helicopters also has two other portals, dedicated to partners and to employees, that it intends to group on a single digital platform that favors customer engagement.