



CUSTOMER ENGINEERING 787 PROGRAM

The Account Manager of the Middle East airlines learned to work more effectively with Middle Eastern people in one of KMA's courses, giving him confidence to visit his customer in person to discuss production delays.



Issue/Challenge

Middle East airline customer requested an aircraft interior reconfiguration in mid-production – delaying the delivery timeframe. The global airlines customer had a lot riding on this midstream change as it would improve their brand image, increase revenue from Business Class customers and enable them to enter into a prestigious global alliance.



Solution

The Middle Eastern airline customer was grateful for the effort the Account Manager made in traveling to see them and extended great hospitality in return. The difficult news was handled quickly and smoothly, and the team came up with several positive alternatives. Because of the rapport and relationship the Account Manager was able to establish during his visit, he learned additional critical information about the reconfiguration that enabled him to advance more changes and reduce further delays.



Results

The improved communication resulting from the Account Manager's cultural knowledge and understanding led to expedited decision-making and avoided an additional retrofit after the initial delivery. This resulted in a cost reduction to both Boeing and the customer estimated in hundreds of thousands of dollars.



Measure of Success

The customer invited the Account Manager to join him on the new airplane delivery flight back to his country and his successful account management led to a long-term relationship with the satisfied airlines. Additionally, the Account manager continued to seek opportunities to develop his cultural learning, which he credits for positive personal and organizational results.