



Strategic Consulting [case study]

Project Mission and Background

A seventy-year-old mapping company with global operations realized that to succeed in the 21st Century, they needed to move away from selling pre-defined products, to offering products specifically meeting their customers' needs.

Goals for the effort included:

- Increased customer satisfaction
- Higher revenue and profit margin per purchase
- Expanded market share
- Reduction of inventory and obsolesced materials

Challenges

The client culture was focused on ensuring accuracy of their well-defined products: maps, charts and aviation data; however, the company was behind the curve on recognizing the emergence of customer expectations to obtain or request specific, customized maps and data in near real-time through an online web portal.

Approach

Lewis & Fowler was engaged to develop a plan to transform the business: identify customer needs, determine how the business could meet customer expectations, manage the technology solution development and quantify the ROI.

We used various techniques to deliver results with the client:

- Lean Six Sigma: Voice(s) of the Customer, Business and Numbers.
- Rational Unified Process: Project management of the software development lifecycle, web interface prototyping, and user acceptance testing.
- Business Integration: International customer research, development of a scalable pricing model and controls measuring the financial impacts.

Benefits

This project led the transformation of the client from a staid product-only company to a world-class customer-centric organization with higher profits.

The new business model and technologies delivered on the goals of the project:

- Customer satisfaction, retention and revenue have all increased significantly: easier for customers to buy, profit margins are up and customers now have the exact information that they need.
- Client has increased international market share and revenues: with the online, custom solution, the client can now effectively compete against European online, near real-time providers of data, while leveraging our client's superior data quality.
- Inventory and obsolete materials have been greatly reduced, due to the transition to real-time, customized map and data creation.

About Us

Lewis & Fowler is a professional consulting firm focused on delivering business impacting results to corporations throughout the United States.

+ World's premier provider of aviation information.

+ Needed to transform infrastructure to become more consumer-focused.

+ New business model facilitates both customer retention and new growth, increasing both market share and wallet share.

