

KESTE CASE STUDY

Mobile Applications Enhance Customer Service

Keste delivers mobile solution to aviation services firm to track aircraft engine repairs anywhere, anytime.

CASE STUDY HIGHLIGHTS

Customer: Leading turbine engine repair and overhaul services company.

Industry: Aviation Services

Business Challenges

- Need to make it easy for customers to do business with company. This includes:
 - Effortless access to customer support center for AOG events.
 - Easy tracking of engine repair status and expected completion dates.
 - Contacting sales reps for quotes.

Keste's Innovative Solution

- Created a custom mobile app leveraging Oracle ADF Mobile, that allows customers to:
 - Instantly report an AOG event.
 - Check on cost estimates or completion dates anytime/anywhere.
 - Review the company's popular aircraft-engine-APU cross reference guide.

Business Benefits

- Improved customer satisfaction resulting in quick access / resolution for all AOG events.
- Provided uniquely "personal" communications channel to extend company's reach and engagement levels.
- Improved customer retention levels, with corresponding impact on revenue stream.

Oracle Products Leveraged

- Oracle Application Development Framework (ADF)
- Oracle ADF Mobile

Business Challenges

Business aircraft operators depend on this aviation services firm to keep their turbine engines in top-flight condition. This means everything from regular engine inspections to full engine removals and repairs. When an engine is taken out of service (known as "aircraft-on-the-ground" or "AOG"), the aircraft operator's focus is to get that expensive asset back in the air as quickly and efficiently as possible.

Customer service is, therefore, the company's focal point, with their main goal to keep the aircraft's time on the ground as short as possible. The first step to providing great customer service is ease of access. So, the company established an around-the-clock, fast-response command center several years ago, but they needed to make it easier for their global customers (and prospective customers) to reach the center to initiate repairs, stay informed regarding repair updates, and make timely authorizations.

This meant providing multiple contact methods and easy anytime/anywhere access to needed resources.



Keste Delivers—Solution and Innovation

The company envisioned a mobile application that would meet the needs of both support center technicians and customers. They set out to build a mobile app that would allow for quick navigation to the services most used by customer and provide a compelling user experience on both iOS - or Android-based smartphones and tablets. Given that Android and iOS control almost 97% of the global smartphone market, the company felt that building an iOS- or an Android-centric mobile app would appeal to significant portions of their customer base.*

To help build this mobile platform, the company called on Keste, who had worked with them on complex IT projects in the past. Keste decided to leverage Oracle

ADF Mobile to meet the company's desire to deploy their mobile app to multiple platforms — in very little time, with very little maintenance. ADF Mobile allows developers to build and deploy mobile applications to both iOS and Android from a single code base.

Business Benefits

Launched on-time, the company's new mobile app's primary functions include capabilities that make it easy for aircraft operators to contact and work with the company. These include the ability to:

- One touch dial / send automated emails.
- Examine cost estimates, check engine repair status and approve work orders.
- Register an aircraft and associated engine details.
- View the company's airframe-engine-APU cross-reference guide.
- Search for sales representatives by region or engine type.

Users have found this app straightforward, with each section/functionality well laid out. Convenient icons allow for quick navigation, and the mobile app also completely mimics the company's website — emphasizing the company's branding and providing a seamless user interface (UI) experience.

With 4-5 new registrations a month, the app is helping to strengthen customer relationships and deliver the value that aircraft operators want. It has provided an additional, highly valuable and cost effective touch point into their customer service channel, extending their reach and engagement level.

The easier (and faster!) it is for a customer to make an AOG call, the more revenue is brought in. Given the cost of a single engine overhaul — anywhere from \$500K to \$1 million — the potential boost in income could reach as high as \$60M.

“Because our business is all about service, we have to stay ahead of technology to keep the customer first and foremost.”

—VP, Customer Service

“Keste provided us with the skills and resources to develop a truly world-class mobile app that is breaking new ground in our industry.”

—IT Director



If an airplane experiences an Aircraft on Ground event, the mobile app sends a notification to the command center. Customers are then kept aware of turbine repair status via the app.

Keste is an award-winning software solutions and development company that helps companies automate, integrate and optimize complex business processes. As a Platinum-level member of Oracle Partner Network and the 2014 Oracle Specialized Partner of the Year — Global in Middleware, Keste has the proven track record to design and implement enterprise mobility solutions that allow our customers to extend their existing investments to mobile devices for anytime, anywhere access.

*Source: Smartphone OS Market Share, Q2 2014. (2014). Retrieved October 28, 2014, from <http://www.idc.com/prodserv/smartphone-os-market-share.jsp>