

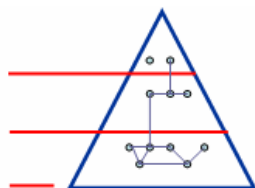
This client review provides an outline of an engagement where our skills and expertise was instrumental in creating corporate value

Client Medium sized **European based commercial airline** with a network covering mainly Europe, Near East and Africa.

Challenge The senior executive team were tasked with deploying a newly approved corporate strategy and commercial plan to all business units whilst going through a significant change in culture and business processes.

Failure to link strategy to execution would have resulted in a considerable delay in meeting stakeholder objectives (investors, employees and aviation authorities) and increased business risk.

Objective



as is to be

To design a pragmatic and flexible Value Management Programme that can be deployed within a short time frame not burdening limited resources.

The focus must be on improving the customers experience whilst enhancing predictability, accountability and incorporating the change aspects related to a turn-around project.

Limit data management and architecture spend to a single source web enabled environment to ensure user acceptance.

Solution

By quantifying the passenger experience, dynamic objectives were set for all business units and external suppliers confirming improvement targets. Simultaneously key value metrics were defined by applying appropriate methods using cause-and-effect relationships. Where required benchmarks were used to enhance analysis and business impact.

Equally important was getting indicator results (value metrics) for the first set of owners within three months followed by incremental deployment cycles.



Results

From first reporting concurrent initiatives were launched successfully to improve the passengers' experience, putting the passenger first. Selected initiatives included processes such as electronic ticketing, onboard and ground services (incl. luggage handling/passenger contact/onboard service), passenger care, punctuality, MRO¹ (restructuring and efficiency improvement) and improved business Planning and Control.



The Value Management Programme had a sustained impact, improving selected business processes and accountability resulting in first profits.

Capabilities

External members included a Senior Advisor on Performance Management reporting to the CEO. Responsibilities included defining and deploying the approach to value management. A Business Analyst took ownership of data and reporting structures in conjunction with one internal Web Analyst whom assumed full post live responsibility.

The small central team was supported on an ad hoc basis by senior management when required.

Further part time internal team members included the HR Director and Programme Office Manager due to integration requirements to incentive planning, portfolio management and governance.

Contact us to learn more about the way we work, and how we could assist you in motivating your organisation to a higher level of value awareness.

¹ Maintenance Repair and Overall