

# CAE's new 360° Command Centre

*provides  
comprehensive  
customer support  
view*



*Command Centre is one of a series of initiatives to raise CAE's best-in-class service to a new level*

Early every morning, the CAE customer service team gathers in front of one of several large display screens in an expansive room in the commercial aviation hub in Montreal. The screens provide a complete visual representation of every active customer simulator project around the world – performance data, repairs and spares issues, warranty claims, safety items, installation handover status.

CAE supports more than 900 training devices for 100+ customers in 40 countries on five continents.

The new CAE 360° Command Centre, where the daily stand-up customer support meeting is conducted, is the latest of multiple steps CAE has taken to capture and coalesce simulator data and provide unprecedented visibility for both the company and its customers. The initiatives are an outgrowth of ongoing feedback from CAE's Customer Advisory Board, Technical Advisory Board, User's Conferences, and individual customers.

The CAE 360° Command Centre was unveiled at the most recent CAE User's Conference this past summer, and complements these support implementations:

- **CAE 360° Customer Report Card:** the customer's window into the Command Centre with a full listing of deliverables in an easy-to-read dashboard.
- **CAE Customer Portal:** customized, up-to-date information on a customer's current and past projects, parts repair status, and access to our new on-line spares ordering system, as well as reference material such as the Field Service Bulletins (FSB) library.

- **Hand-Over to Customer Support (HOTCS) process:** providing a smooth, complete and consistent transition from pre-RFT (ready-for-training) to the operational phase of the flight simulation training device. The process incorporates remote access so technicians in Montreal can collaborate in real-time with CAE and customer colleagues at the installation site.
- **Voice of the Customer report:** bringing feedback and lessons learned from our customers' experiences to CAE's design groups to enable continuous improvement of the current simulator fleet and influencing future designs.
- **Increased Field Service Bulletin releases:** highlighting solutions to issues our customers share in common to keep everyone's fleets up to date.

The CAE 360° Command Centre provides a new level of problem-resolution efficiency and communication of customer service priorities throughout the enterprise. CAE President and Chief Executive Officer Marc Parent has a dedicated screen in his office which constantly displays the Command Centre big picture. Jeff Roberts, Group President, Civil Simulation Products, Training and Services, has a dedicated screen in his office as well.

"CAE has been recognized for many years for providing our customers with the most innovative, industry-leading support solutions," says Jean Bergeron, Manager, Customer Support. "The 360° Command Centre is one more game-changing tool for CAE to continue to leverage our global technological capabilities and raise the bar on customer focus."