

# Customer Dynamics

*"Customer Dynamics is helping us integrate Microsoft Dynamics CRM and our Microsoft Navision ERP solution. They're also helping to develop a web-based service agreement that customers can fill out online. We'll finally have all of order, inventory, and service agreement information integrated and in one convenience repository."*

- Jason Benn,  
Aircell inside sales manager

## Aircell Business Aviation Solutions

Provider of telecommunications and high-speed internet for the business aircraft market

Aircell is a leader in airborne telecommunications for business aviation. After winning the FCC's air-to-ground spectrum licensing auction, the company spearheaded a Wi-Fi revolution that is changing aircraft passenger experience. Aircell's offering brings the Internet, e-mail and other data services to in-flight passengers. It uses broadband air-to-ground communications to provide reliable, high-speed connections at costs comparable to ground-based services.

The company relies on both an extended dealer network and its own sales force to reach aircraft owners. Aircell was motivated to investigate an integrated customer relationship management (CRM) solution to provide one central repository for tracking all sales opportunities and to provide greater visibility to the status and unique needs of deals as they moved through the sales pipeline. It needed a simple, convenience means for disseminating sales literature and information to the field. After evaluating several leading CRM solutions, Aircell selected Microsoft Dynamics CRM and has turned to Customer Dynamics, the independent value-added reseller and system integrator to help tailor the solution to its unique requirements.

## At a Glance

### Company

Aircell Business Aviation Solutions  
303 South Technology Court, Bldg. A  
Broomfield, CO 80021

### Website

[www.aircell.com](http://www.aircell.com)

### Number of Employees

80

### Products and Services

Satellite communications and high-speed internet for business aircraft.

### Target Market

Business aircraft

### Applications Used

Microsoft Dynamics CRM



In a globalized, 'flat world,' the need to stay connected has grown increasingly important – even when you're flying high above that world. Aircell Business Aviation Solutions has seen steady growth in business since its founding over ten years ago. It's always looking for new and better communication technology to ensure that its sales network can readily respond to new opportunities for its state-of-the-art satellite communications and internet connection services for business aircraft owners.

"We needed a central database where we could better track all our leads and opportunities with new customers," says Jason Benn, Aircell inside sales

***"The integration with Outlook was huge. Our team can access Microsoft Dynamics CRM through Outlook or on the web"***

manager. "Our sales team members had been logging that information on spreadsheets." It was important in selecting an integrated CRM solution that it be able to provide the team with new tools that motivated them to become enthusiastic users. The company already had Microsoft's Navision ERP system in place, and users were very familiar with Microsoft Office and its Outlook email system. This made the choice to go with Microsoft for its ease-of-use an easy decision over other major CRM solutions.

"The integration with Outlook was huge," Benn says. "Our team can access Microsoft Dynamics CRM through Outlook or on the web. Customer Dynamics is helping us integrate it with our Microsoft Navision solution, so they'll be able to access it directly through it as well."

Benn engineered the initial implementation of the CRM solution, but gained the benefit of Customer Dynamics' broad business knowledge and system expertise for how to best tailor the software to address the unique requirements needed to entice staff to eagerly embrace the new technology.

"I had the basic right idea, but Customer Dynamics helped customize the system where information flowed a lot better," he says.

One of the big attractions for using the new system came with Customer Dynamics loading a commercial, worldwide database of all airports onto the system. "We're able to link an aircraft and an account to a specific airport. It makes it very convenient for sales members to better map and plan their trips. They no longer go in blind looking for people when they arrive," Benn says.

The company has also loaded more than a hundred different aircraft models into the CRM database as well. "Our people can search by manufacturer or specific models, and can catalogue information more efficiently. They can link that information to specific opportunities, and tie it together with the different telecommunications equipment that we offer," Benn states. The airport and aircraft model databases are two features that have readily caught the attention of the sales force, accelerating the adoption and use of the system among all members.

"The level of use we're seeing is very good," he says. "Now, they can go in and see specific aircraft and models of aircraft and the equipment that has been purchased. It enables us to know beyond a gut feel what's going on. This will enable us to better market to specific aircraft models. And all the literature that our team needs is available to online."

Aircell's value proposition is streamlining the flow and eliminating latency of business information when people are airborne. In the same vein, Microsoft Dynamics CRM has likewise streamlined the flow and eliminated the latency of sales information that supports winning new business.

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