



How Avtrak Improved the Customer Enrollment Process and Customer Service

Challenge

Avtrak was founded in 1996 with one focus: to make aircraft maintenance compliance tracking simple, high-tech, and inexpensive. The founders of Avtrak had worked in other facilities and had seen firsthand that unnecessary services were often being performed based on out-of-date information. By providing its customers with a comprehensive web-based system with real-time tracking of scheduled aircraft inspections, required maintenance, and other complex procedures, Avtrak is able to save its clients time and money spent on aircraft maintenance.

However, Avtrak recognized that some of their internal processes could be even more efficient—they were using a paper-based “card” system to track the enrollment of new aircraft into their database. The enrollment process can take between several days to several weeks to complete, depending on the type of aircraft and existing records. The company was hoping to streamline the enrollment process and identified the following challenges they hoped to solve with an improved system:

- **Visibility.** Avtrak’s card system used paper cards to track the enrollment process. Without a manually updated spreadsheet to track who was in possession of the card, there was no easy way to know who was assigned a given card, nor determine the status of the enrollment process.
- **Efficiency.** Maintenance requirements were being entered manually into the system. Paper documents had to be scanned and e-mailed, or physically mailed, between two locations.
- **Monitoring.** Two physical locations combined with hundreds of cards made it difficult to monitor aircraft and track workloads, especially in a timely manner.
- **Estimates.** Avtrak could not easily inform customers how long it would take to get their aircraft added, as the on-boarding process could range from one day to two months.

Client

Avtrak LLC

Industry

Aviation

Solutions Utilized

SharePoint® and DP Workflow

Business Overview

Since 1996, Avtrak has been dedicated to providing aviation maintenance tracking that is simple, high-tech, and affordable. Avtrak’s easy to use, web-based services are recognized as the preferred maintenance tracking service by maintenance professionals worldwide.

Case Study Highlights



On-boarding process is now automated



Avtrak has increased its customer retention rate and has grown considerably since the system’s implementation



Estimating and tracking used to take hours and now can be performed in as little as five minutes

Solution

To overcome these challenges, Avtrak turned to 5280 Solutions. By analyzing Avtrak's on-boarding process, 5280 Solutions determined that their processes required too much manual tracking to facilitate continued growth without additional employees or additional hours.

5280 was able to provide Avtrak an overview of how their current system could be enhanced to create a more automated, electronic solution, leveraging the recently installed SharePoint software. With years of experience in workflow management, 5280 Solutions was in the unique position to provide Avtrak with a SharePoint workflow solution that included document security while still allowing for real-time sharing and editing. They were also able to effectively combine new and existing technologies to provide valuable results for Avtrak.

Results

Avtrak is now able to more efficiently manage and track their clients' aircraft enrollment process. Working with 5280 enabled the company to determine exactly how intensive and drastic changes needed to be, and how to best implement them based on the current infrastructure. Gone is the complicated process of physically tracking and transporting cards from office to office. The new system has allowed Avtrak to increase its customer retention rate and the company is currently implementing 12 additional workflows with the help of 5280 Solutions.

After working with 5280 Solutions, Avtrak's problem areas have been improved in the following ways:

- **Visibility.** Contract information for each aircraft is now entered electronically and a new enrollment instance is automatically created.
- **Efficiency.** Work tasks are now assigned and updated within the workflows and analysts are notified automatically via e-mail.
- **Monitoring.** Avtrak's team can now monitor each analyst's workload as well as status each aircraft's progress.
- **Estimates.** It's now possible to enter aircraft information, estimate the man hours for a project, and create a report of average enrollment processing times.

For more information on how 5280 Solutions can create an automated workflow for your company, visit www.5280SharePoint.com.



5280 Solutions is a Microsoft® Gold Certified Partner and ISV, as well as an award-winning provider of Enterprise Content Management (ECM) products. 5280 Solution's products utilize Microsoft SharePoint as the foundation to offer its customers low cost of ownership and a quick return on investment.

www.5280solutions.com

Client Success

"We are extremely pleased with every aspect of the project and look forward to the next phase."

Don St. George
Operations Manager

"The increased efficiency provided by the new tracking system has allowed us to retain more existing customers."

Mark Steinbeck
Regional Sales Manager

5280 worked to combine new and existing technologies to create efficiencies and allow for growth.