



JEPPESEN- Case Study

AVIATION & LOGISTICS INDUSTRY
ON PREMISE CRM

Company Description

Jeppesen, a wholly owned subsidiary of the Boeing Company, provides leading-edge planning and resource optimisation tools to improve the efficiency of railways, air terminals, as well as postal and logistics operations around the globe

Situation

- Needed to improve communication across the global sales team
- Jeppesen heavily relied on Excel spreadsheets and Word documents to manage sales pipeline and activities
- This was unreliable and onerous to keep information up to date, especially with a sales team that is spread all over the globe
- Managing a sales pipeline using spreadsheets also made it difficult to generate meaningful and reliable reports

Solution

- JayThom remotely implemented and configured a CRM solution for three of Jeppesen's international sites - Melbourne, Atlanta and London

Benefits

- More useful information for sales tracking and prospect intelligence
- Automatic report generation for sales and management reporting and forecasting
- A mechanism to track longer-term prospects - the sales pipeline



"The service and support JayThom has provided throughout the past three years has always been prompt and has exceeded our expectations."



Joe Forbes
Director - Client Management
Jeppesen

1300 885 279 • info@jaythom.com.au • www.jaythom.com.au