

CUSTOMER STORY

Aircraft Manufacturer Runs on Alchemer



Twelve years ago, one of the largest aircraft manufacturers in the USA bought Alchemer to run surveys. Today they have leveraged Alchemer's flexibility to build more than 20 process workflows they use to run the company.

This aviation company now uses Alchemer about 30% for surveys, 30% for event registrations, and 40% for business process workflows – all of which have been created in-house, most without IT involvement.

A few examples of their innovative uses for Alchemer include aircraft ordering, pilot safety tracking, and company credit-card approvals.

“Pushing the envelope.

Basically we run our business on Alchemer... Once we figured out what was possible, we just kept pushing the envelope.

Survey and Form Architect
Major aircraft manufacturer

About Alchemer

Founded in 2006, Alchemer puts feedback in the hands of the people who can take action, through the systems they use every day. We help customers make feedback core to their business. With more than 15,000 customers, including some of the most trusted brands, Alchemer collects more than a million survey responses every day. **To learn more, call Alchemer at 1.800.609.6480 or visit www.alchemer.com today.**

This major aircraft manufacturer started by needing a survey solution for emails. Once they realized what they could do with Alchemer, they began experimenting with what else the platform could do for the company.

OPERATIONALIZING CUSTOMER SATISFACTION

With a very exclusive customer base, the company realized that keeping people happy with their service was paramount. They implemented a customer satisfaction survey at their service centers. If the score comes back less than a 10 out of 10, Alchemer automatically sends an email to the CEO, who reaches out to the customer. This has helped improve the quality of service as well as the customer satisfaction with the service.

TRACKING PILOT SAFETY

Pilots track their activities, sleep, diet, and flights using a homegrown solution built on Alchemer.

The information is automatically submitted, which begins a workflow process scores the pilot's fitness to fly according to the flight plan they have logged. If their score is outside the norm (such as a long or strenuous outbound leg), the request is sent to flight ops for review.

As each approval is logged, the next person in the chain receives an email and a link.

CUSTOM FITTING AIRCRAFT

Additionally, the company began to use Alchemer for their aircraft ordering system. Customers use a survey to order aircraft fittings. The process creates accountability for both parties. The system automatically replies to the customer, so a list of the fittings that they have ordered. At the same time, an email is sent to the team building the aircraft.

A VARIETY OF USES

The company found that they could simplify and automate a wide variety of workflows and approval processes using Alchemer.

They use it for customers who want to order service on their aircraft (in addition to measuring their satisfaction after). They also use it for a variety of form and registrations, including tuition reimbursement and visitor requests.

Being based in the southeast United States, the company also uses Alchemer to update people on hurricanes. Using Alchemer as a CMS tool, the system automatically notifies employees and pilots of hurricanes and severe weather.

**Call your account manager or 800.609.6480
to learn more.**

Alchemer
Formerly SurveyGizmo

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