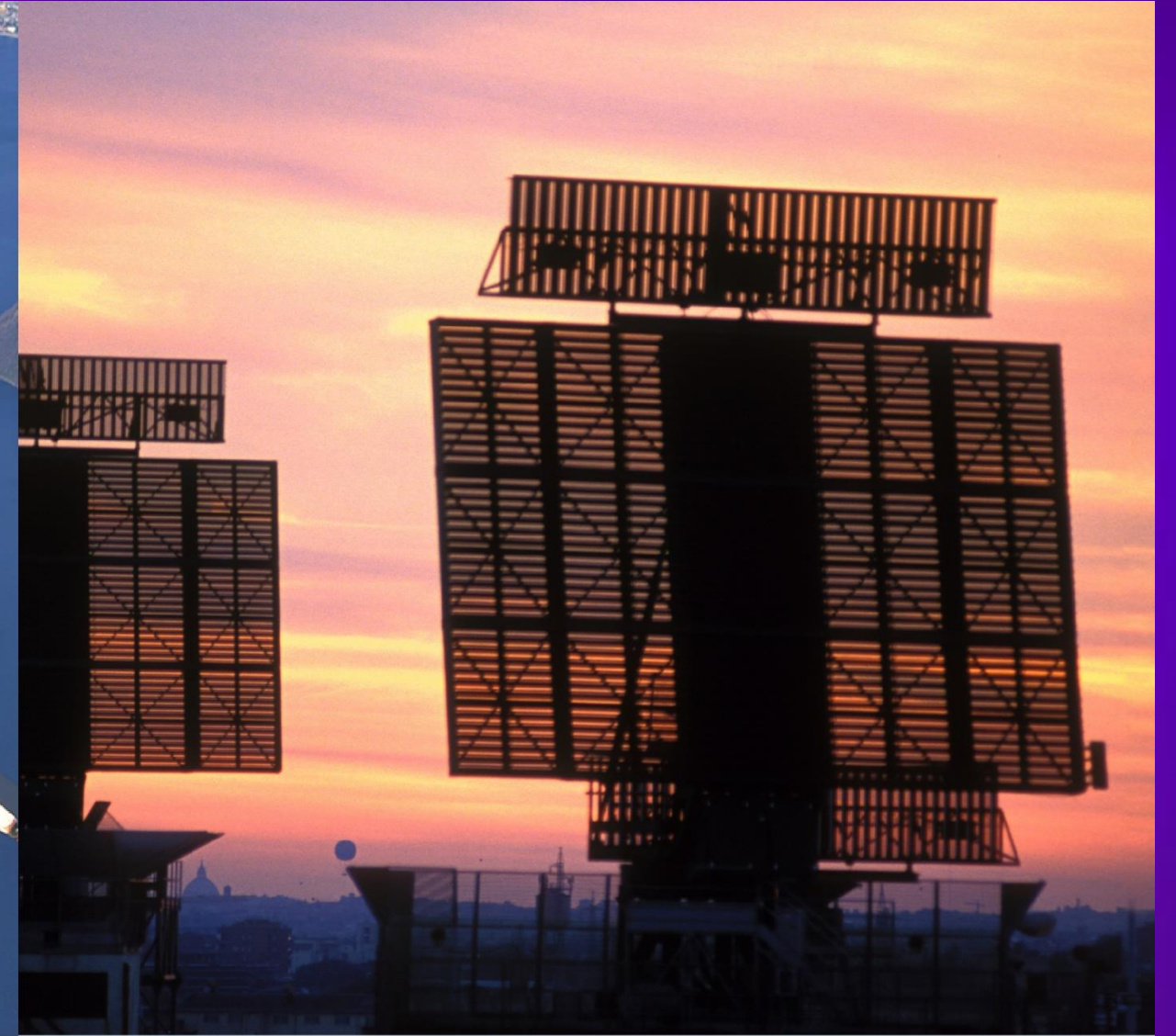


# Propelling an aerospace innovator

Leonardo soars high with its  
omnichannel customer experience



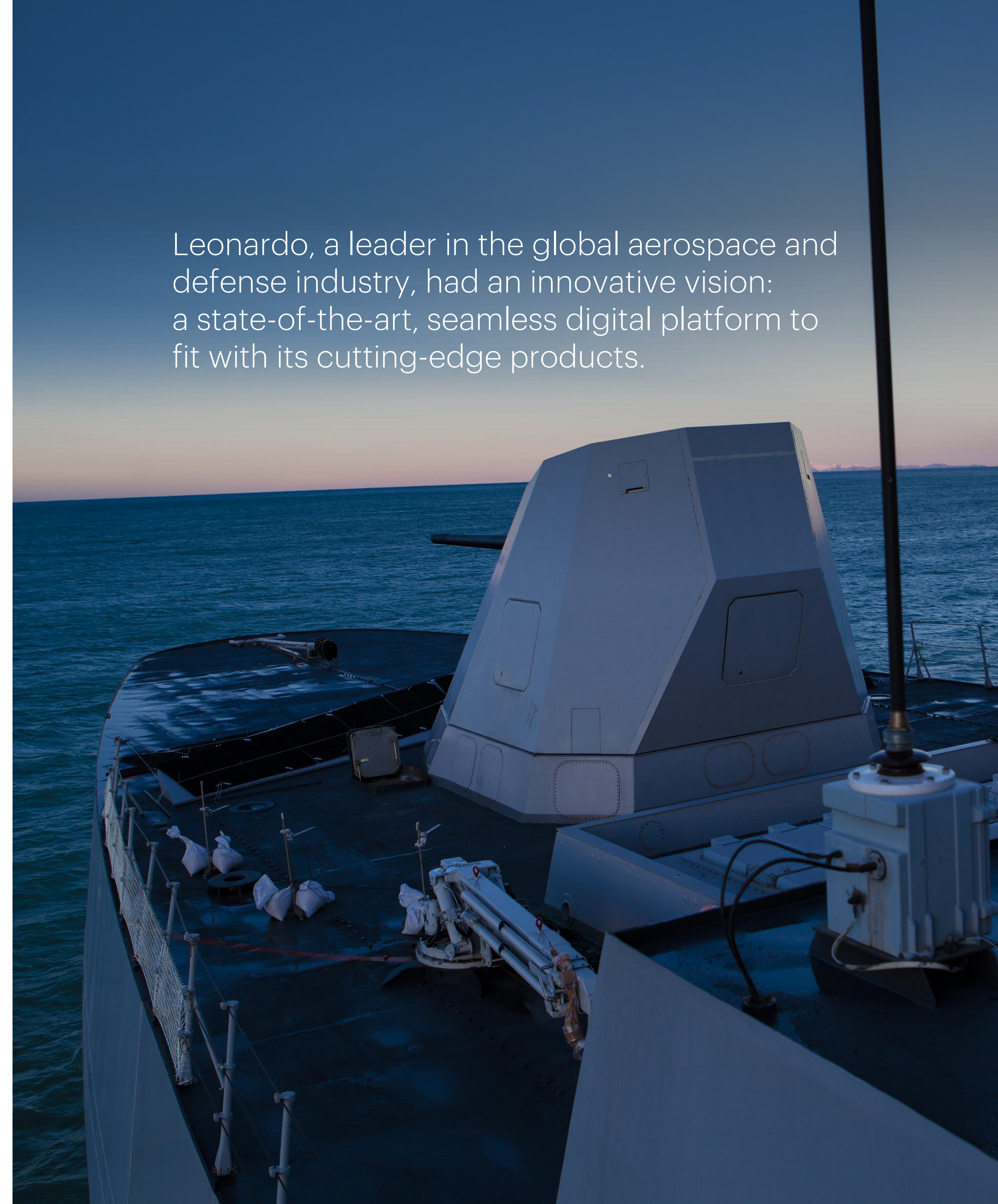
# Call for Change

The company—which works in both commercial and military domains, producing helicopters, aircrafts, electronics for defense and cyber security systems—wanted to transform its customer experience, streamline the process and optimize the execution.

Having a comprehensive platform to support customer services and training is “a must.” Ordering parts and services had become a labor-intensive process for customers and employees alike, relying on paper documentation and manual data input. Leonardo embraced this opportunity to reimagine not just its e-commerce platform, but its omnichannel customer experience.

**Leonardo needed a solution that would offer a superb user experience and completeness of services (the previous platform only supported customers on a subset of services). This new, best-of-breed platform would need to seamlessly serve both after-sales and customer relations to not only for the Helicopter Division, but to scale as a unique solution across Leonardo.**

Leonardo, a leader in the global aerospace and defense industry, had an innovative vision: a state-of-the-art, seamless digital platform to fit with its cutting-edge products.





# When Tech Meets Human Ingenuity

With a deep understanding of Leonardo's industry, competitors and processes, Accenture was the ideal co-pilot to help the company navigate this entire design-to-implementation journey. Accenture's long-standing relationship with Leonardo as well as collaborations with leading technology firms SAP® and Microsoft, helped approach this transformation with a focus on ecosystem collaboration, employing multiple technology solutions and services simultaneously.

The result? Four cutting-edge companies—Leonardo, Accenture, SAP® and Microsoft—harnessed their collective power in an all-star digital implementation to support Leonardo's customers.

**Beginning with an in-depth research to determine the needs of Leonardo's stakeholders as well as its customers, the insights guided the strategic vision and platform design. This involved the creation of two new systems designed to work synergically:**

**A customer portal module built on Microsoft Dynamics 365**

A unique entry point for the customers to the entire Leonardo after-sales world. It provides one-stop shopping for service ticketing, technical support, interactive dashboards, video tutorials, business accounts and a personal library of

publications. Customers can leverage collective insights to improve their businesses, keep up to date on the latest news and features, and even manage their entire assets, updating flight hours and availability. This intuitive, integrated and immersive platform is boosting customer satisfaction with easy navigation and 24/7 accessibility on desktop and mobile.

**An e-commerce platform, using SAP® Commerce Cloud**

When shopping the Leonardo Store, customers can easily access the complete catalogue of after-sales services, purchase spare parts and training courses, manage all purchase requests, ask for repairs and much more.

Agile development streamlined and accelerated the end-to-end delivery of this tailored solution integrating everything from spare part purchase to warranty submissions and repair requests to training course reservations. The interactive platform facilitates direct communication between Leonardo and its customers and enables structured workflow between different Leonardo departments, providing a 360° traceability across the supply chain.

The result: An experience-oriented platform for aerospace and defense, designed and built around customers' needs.

# A Valuable Difference

The project capitalized on collaboration across a vast ecosystem and depended on the dedication of multiple teams—both within Leonardo and with its partner Accenture and software vendors—to create a streamlined, optimized process.

The e-commerce platform debuted with the first set of features within three months of the implementation, and additional functionality was rolled out throughout the following year, adopting an agile approach. The new customer portal followed a few months later.


Multiple complex technologies now work simultaneously behind the scenes to give the customer a completely seamless—and seemingly effortless—experience.

The platform also allows Leonardo real-time visibility into orders and sales, and customer journeys can now be tracked from first interaction to purchase. Superior data management capabilities provide insights to help inform sales and marketing strategies. The SAP® system supports collaboration via built-in

workflows between departments, further improving efficiency and cutting costs. This best-in-class platform covers the full range of industry processes and gathers data and customer insights, giving Leonardo a competitive edge.

The Helicopter Division has led the way in this digitalization and transformation journey, onboarding more than 1,600 customers and 11,000 users. With approximately 5,000 accesses, 2,500 publications downloaded, 700 customer enquiries created, and 1,000 orders managed every week, it shows the phenomenal journey at Leonardo. The employee experience has also been transformed: team members no longer spend time manually inputting data and managing manual processes. The benefits are clear in terms of new services, efficiency, sustainability and internal cost reduction

The platform is now rolling out across Leonardo, leveraging the existing building blocks and personalizing specific features required by different product lines. The final goal is a company-wide, end-to-end experience serving all of the company's divisions and customers.

The image shows two Leonardo fighter jets, likely Eurofighter Typhoons, flying in formation against a dark blue sky. The jet in the foreground is a dark grey color with 'LEONARDO' written on the side of the fuselage. The jet in the background is a lighter grey color. The jets are angled upwards and to the right, suggesting a steep climb or a maneuver. The background is a deep blue, almost black, sky with some faint, wispy clouds or smoke trails.

Leonardo now has a simple solution specifically tailored to the aerospace and defense industry, providing a unique point of access for all its after-sales services and a seamless, intuitive customer journey. What's next? The sky's the limit.

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