



## **VIDEO TRANSCRIPT**

### **PROPELLING AN AEROSPACE INNOVATOR**

#### **Leonardo soars high with omnichannel customer experience**

At Leonardo, it's all about the customer.

To take the customer experience and after-sales services to new heights, the company envisioned a seamless digital interface for all customer interactions, including e-commerce.

Zaira Burlo, Head of Customer Support, Services & Training - Leonardo

Our primary focus is customer satisfaction.

Putting the customer at the center requires the right mindset, dedicated people, smart processes and reliable tools, ultimately delivering an innovative customer experience.

Giovanni Cecchelli, VP Customer Support & Service Italy - Leonardo Helicopters

For us in Leonardo, digital services are the key enabler in a continuous journey towards customer-centricity and full proficiency of our products.

Engagement with our customers is at the heart of a relationship based on trust.

Trust is related our ability to respond to any challenge, 7 days a week, 24 hours a day.

Nicoletta Mastropietro, Chief Information Officer - Leonardo

It was fundamental for me to co-create with our business, IT and our partners a platform to enable a unique customer vision at Leonardo level.

Accenture was Leonardo's preferred co-pilot in navigating the entire design-to-implementation journey, focusing on customer feedback in shaping the user experience.

Marco Addino, Managing Director Aerospace & Defense – Accenture

As Accenture, we have been proudly working side by side with Leonardo on the most diverse transformation endeavors for the last 15 years.

Putting the customer at the very center of our joint action, we created something that we believe well represents a benchmark for the Aerospace & Defense industry.

Nicoletta Mastropietro, Chief Information Officer - Leonardo

Keeping our customer firmly at the center, we chose the cloud platform that best meets our needs.

This is where we appreciated Accenture's support to build an experience that was truly integrated and engaging.

Marco Addino, Managing Director Aerospace & Defense – Accenture  
Agile methodologies specifically tailored to the technology selected, served us extremely well in bringing together the right competencies and in providing a robust framework to deliver speed and confidence in line with expectations.

Because customer-facing processes now converge through a unique point of access, operational efficiency at Leonardo has never been greater.

Giovanni Cecchelli, VP Customer Support & Service Italy - Leonardo Helicopters  
In Leonardo Helicopters, we have embraced the opportunity to deploy the new digital platform as a further commitment to service excellence.

Results to date are impressive.

The platform has so far onboarded over 1,600 customers and 11,000 users worldwide and now welcomes thousands of customer enquiries and orders each week.

Henk Schaeken, Managing Director – Heli Service

Leonardo's new portal is proving to be really beneficial for our business.

Interactions are now faster, smoother — and all in one place.

The Publications section handles and tracks our technical queries, which is very important for our maintenance department.

Ferda Yildiz, Chairman - Kaan Air

Leonardo's new platform has helped us improve our internal processes and operational efficiency.

We really appreciate the innovative features and the totally new experience.

The store brings us closer to Leonardo and makes all of our transactions with them simpler, faster and under control.

Zaira Burlo, Head of Customer Support, Services & Trainin - Leonardo

We strongly believe that having a single Leonardo platform dedicated to our customers is crucial - twice: to better support our business and promptly respond to customers' needs.

What's next?

The sky is the limit as Leonardo takes innovation to new frontiers.

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