



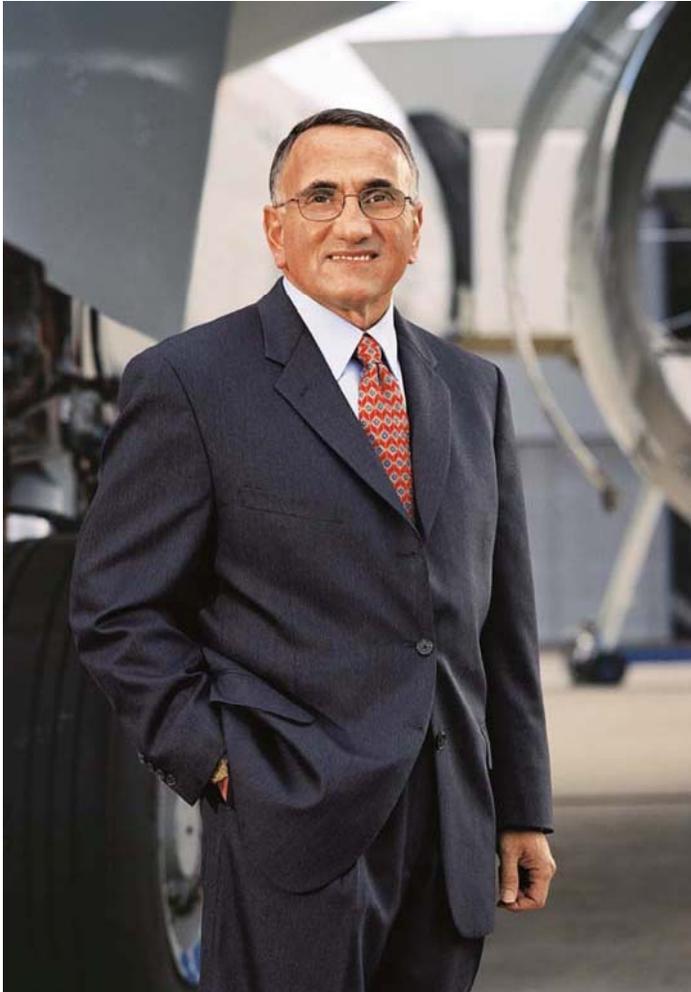
The Customer Experience

Boeing Commercial Airplanes

LYNNE THOMPSON
June 25, 2012

Boeing Commercial Aviation Services

Focused on airlines' enduring success



“We want to give our customers’ businesses every possible advantage to be successful.”

Lou Mancini

LOU MANCINI

Senior Vice President,
Boeing Commercial Aviation Services

Flights in Progress

As many as 6,000 airplanes in the air at any given time

Flights in Progress



Number of flights: 5056

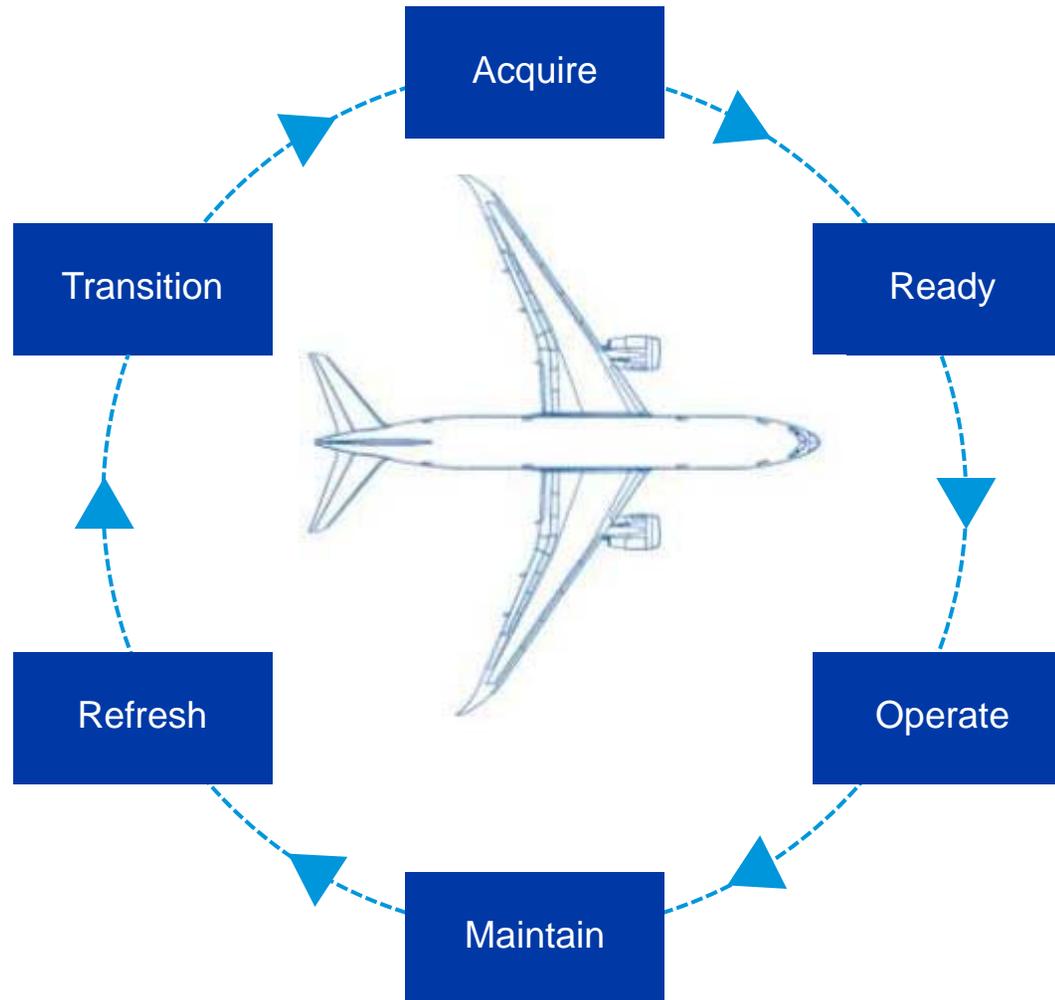
6:22 AM



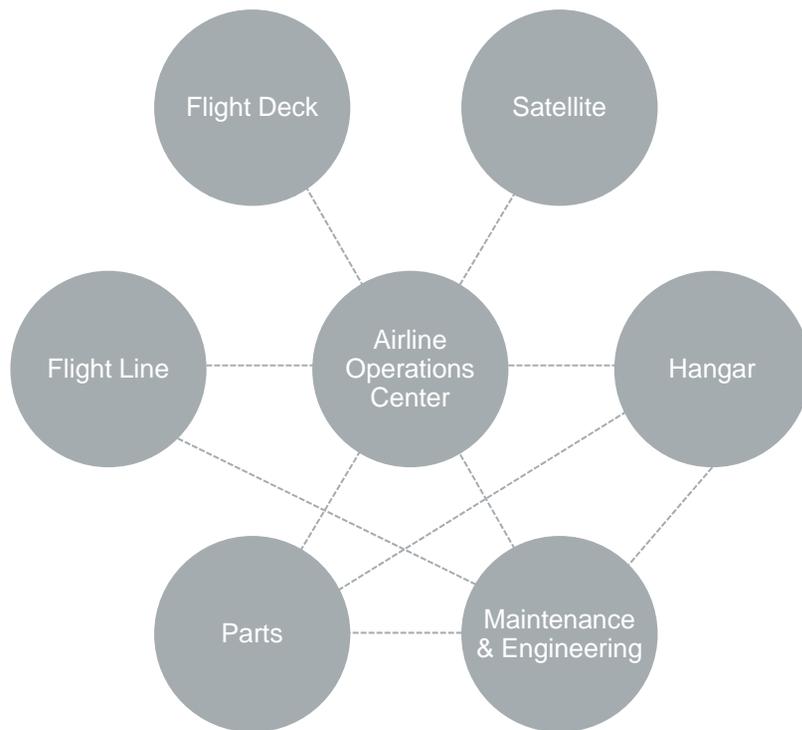
Working to give customers what they value

- Uncompromising safety and security
- Highest levels of availability and reliability
- Optimal operational efficiency and lower costs
- Improved environmental performance

Lifecycle Commitment



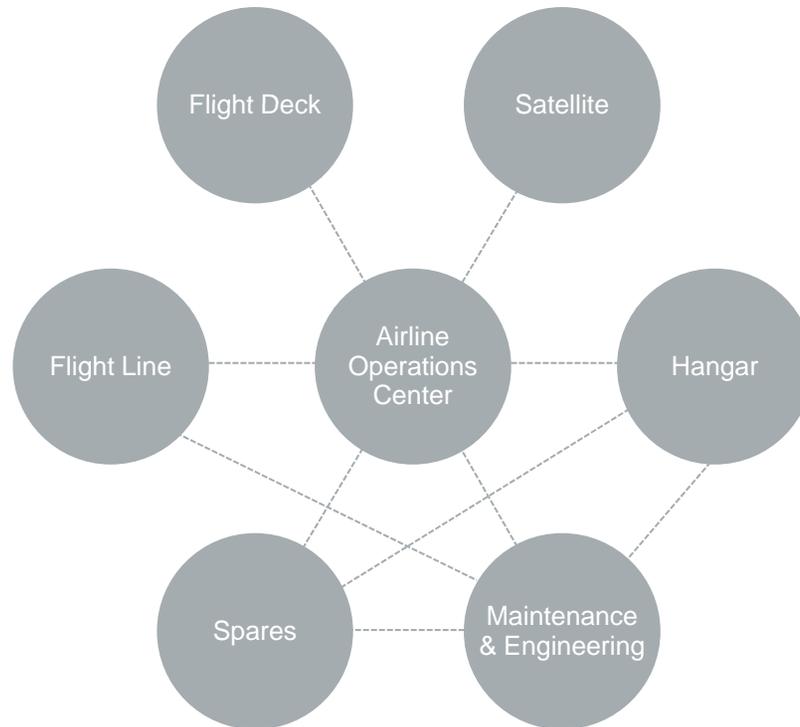
Airlines and operators are looking for committed partners



- Airlines have large complex operations
- Focused on creating efficiencies for growing their fleet
- Outsourcing and long-term contracts simplify their business
- Looking for best quality, cost and guarantee

Boeing Services and Support

Aligned to airlines' operations



BOEING **EDGE**
Material Services

BOEING **EDGE**
Fleet Services

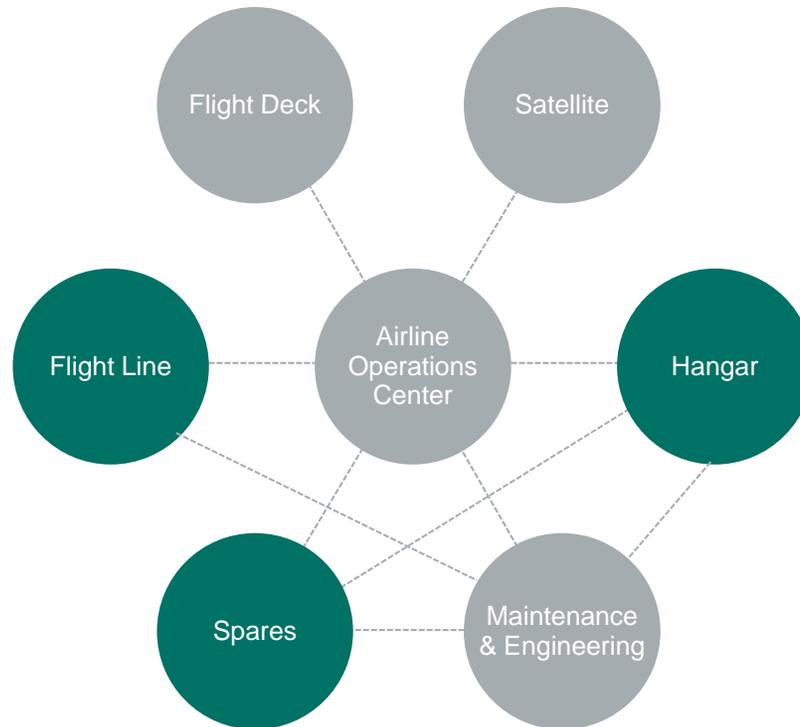
BOEING **EDGE**
Flight Services

BOEING **EDGE**
Information Services

Customer Support

Material Services

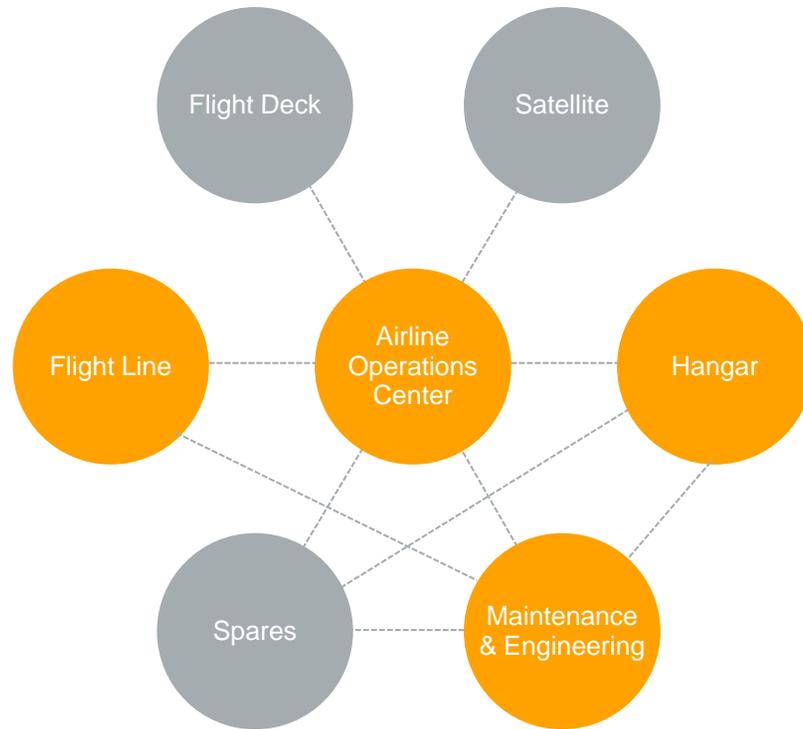
Aligned to airlines' operations



Customer Support

Fleet Services

Aligned to airlines' operations



BOEING **EDGE**
Material Services

BOEING **EDGE**
Fleet Services

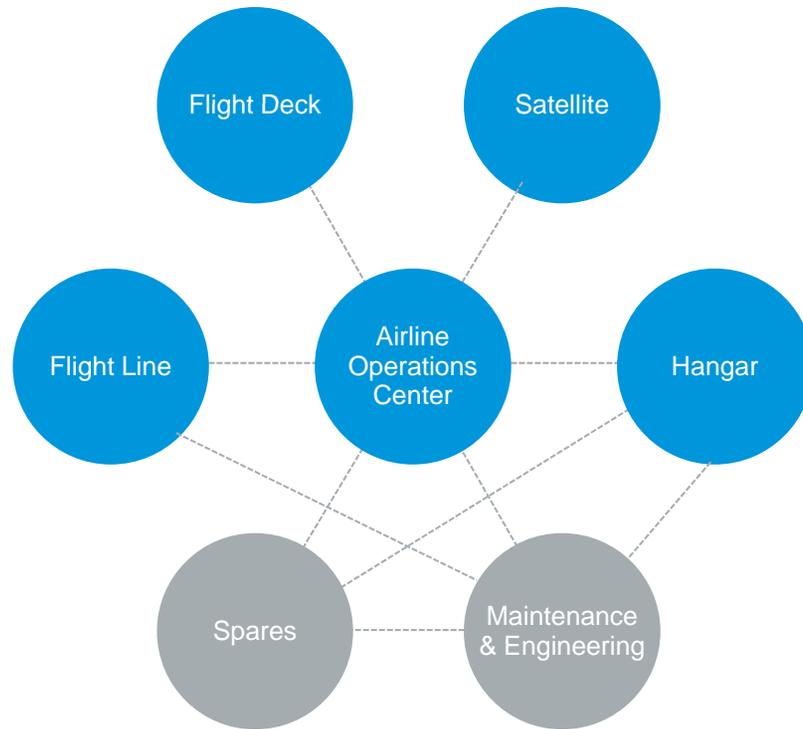
BOEING **EDGE**
Flight Services

BOEING **EDGE**
Information Services

Customer Support

Flight Services

Aligned to airlines' operations



BOEING **EDGE**
Material Services

BOEING **EDGE**
Fleet Services

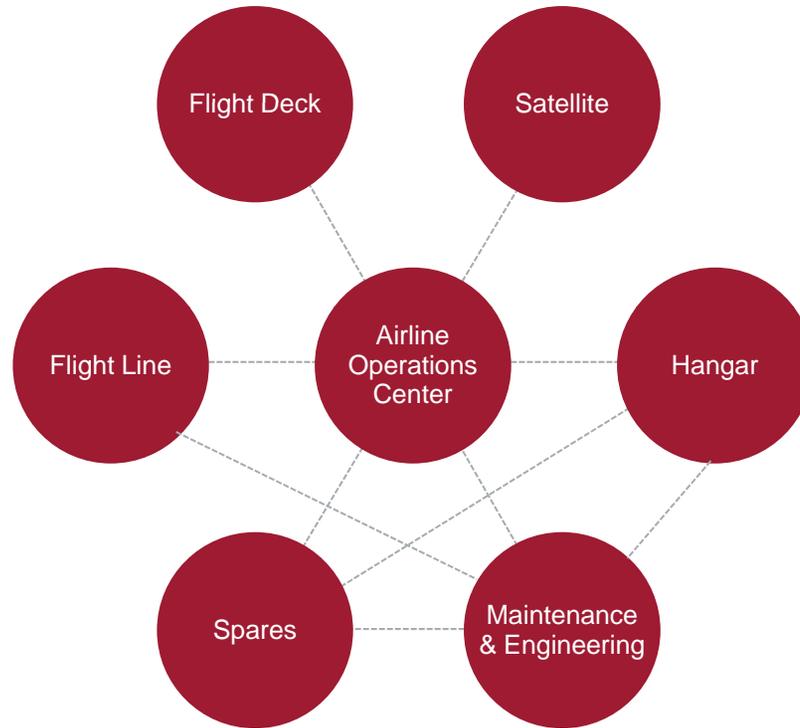
BOEING **EDGE**
Flight Services

BOEING **EDGE**
Information Services

Customer Support

Information Services

Aligned to airlines' operations



BOEING **EDGE**
Material Services

BOEING **EDGE**
Fleet Services

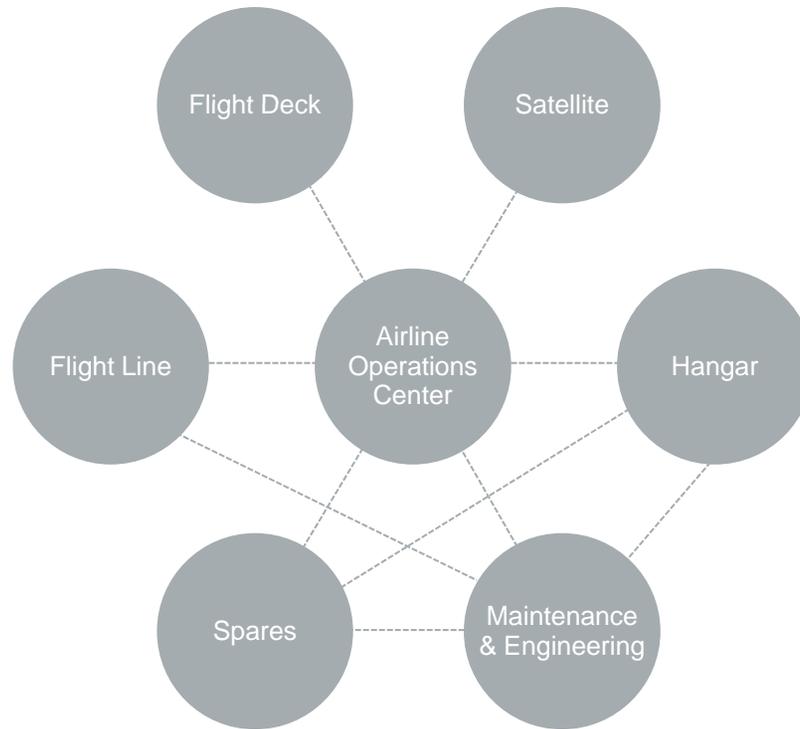
BOEING **EDGE**
Flight Services

BOEING **EDGE**
Information Services

Customer Support

Customer Support

Aligned to airlines' operations



BOEING **EDGE**
Material Services

BOEING **EDGE**
Fleet Services

BOEING **EDGE**
Flight Services

BOEING **EDGE**
Information Services

Customer Support

Boeing Edge: A New Service Identity



The Foundation of Customer Support

On-line, on-site and on-call

1

MyBoeingFleet
Web Portal

2

Global Facilities
and Resources

3

Field Service
Representation

4

Boeing
Operations
Centers

5

Engineering
Support

6

Technical
Publications and
Maintenance
Programs

7

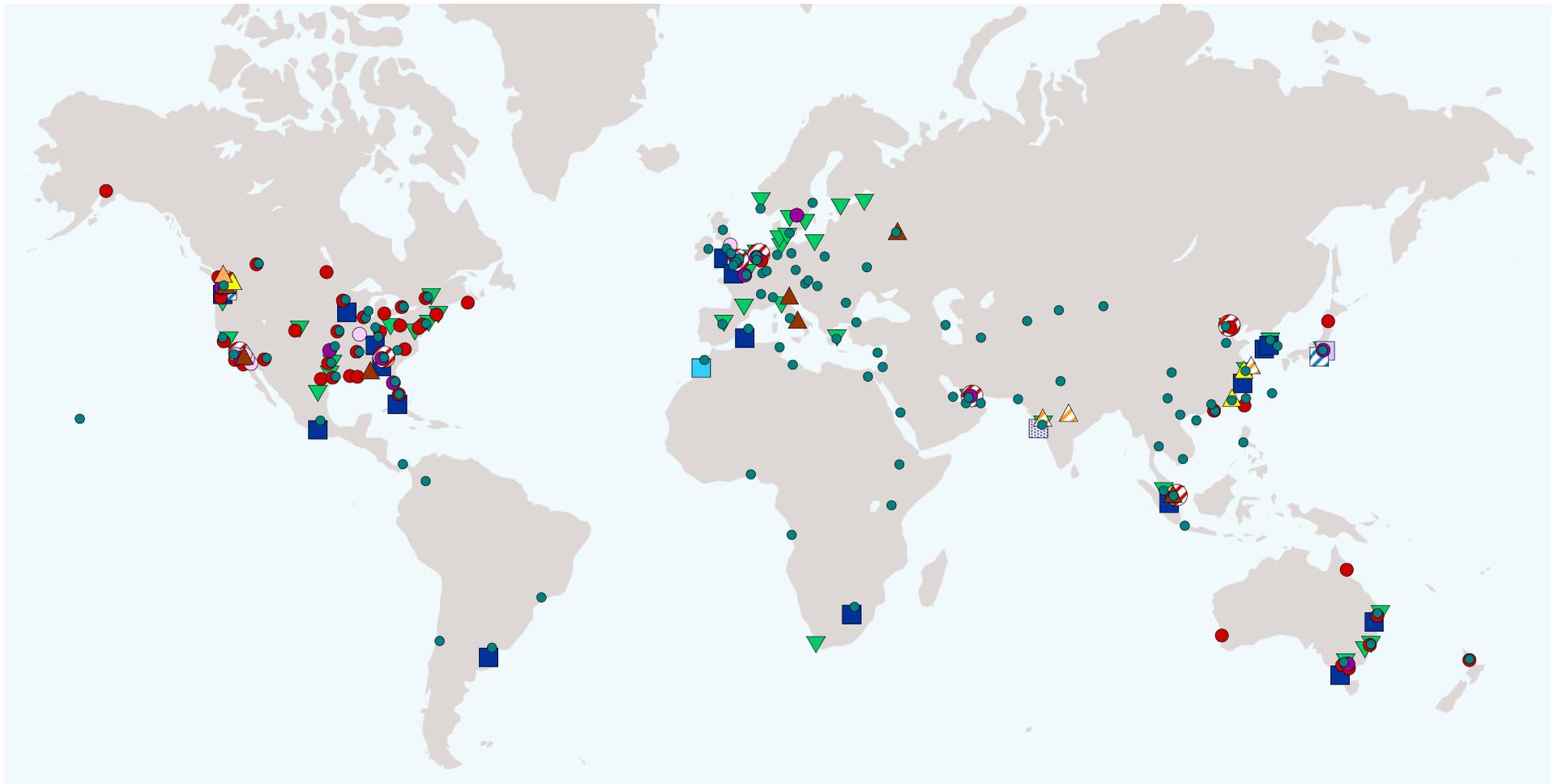
Training

MyBoeingFleet Web Portal



- 24/7/365 access to Boeing resources
- Anytime, self-initiated on-line access to technical resources for increased efficiency

Global Resources and Facilities



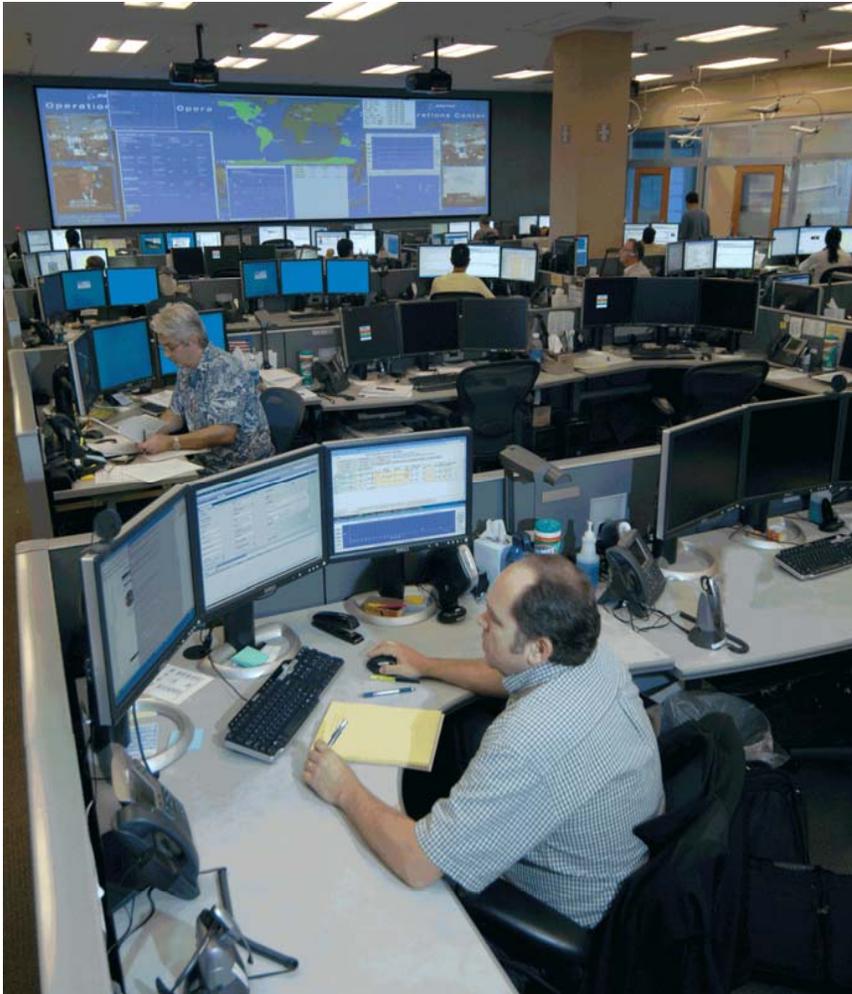
- | | | | | |
|------------------|------------------------|------------------|------------|------------------------------|
| ● Field Service | ⊘ Distribution Centers | ▲ Fleet Services | ▼ Jeppesen | ■ Training & Flight Services |
| ● Repair Centers | ● Cont'l Data Graphics | ▲ Joint Venture | | ■ Joint Venture |
| ● Aviall | | ▲ AerolInfo | | ■ Training Alliance |
| | | ▲ MRO | | ■ Training Centers |
| | | | | ■ 787 Training |

Field Service Representation



- Providing customer advocacy for all Boeing airplane issues

Boeing Operations Center



- Anytime access to Boeing engineering teams for critical needs and airplane-on-ground issues
- Issues that need a response within 24 hours

Boeing Operations Center



- Collaboration on emergent issues that require more than 24 hours to resolve
- Daily status meetings

China Service Center



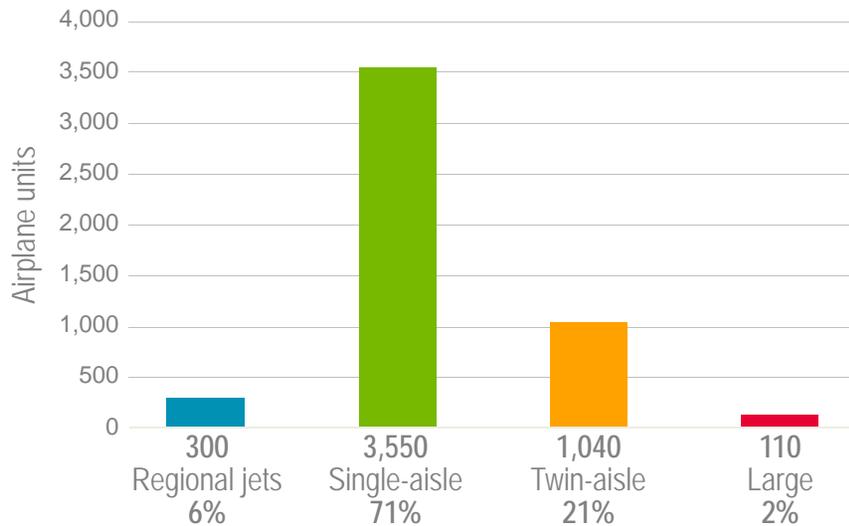
- Local customer support and detailed customer knowledge
- Real-time fleet and service request monitoring
- Continuous customer engagement
- Local language and real-time communication



Chinese airlines will need 5,000 new airplanes, valued at \$600 billion

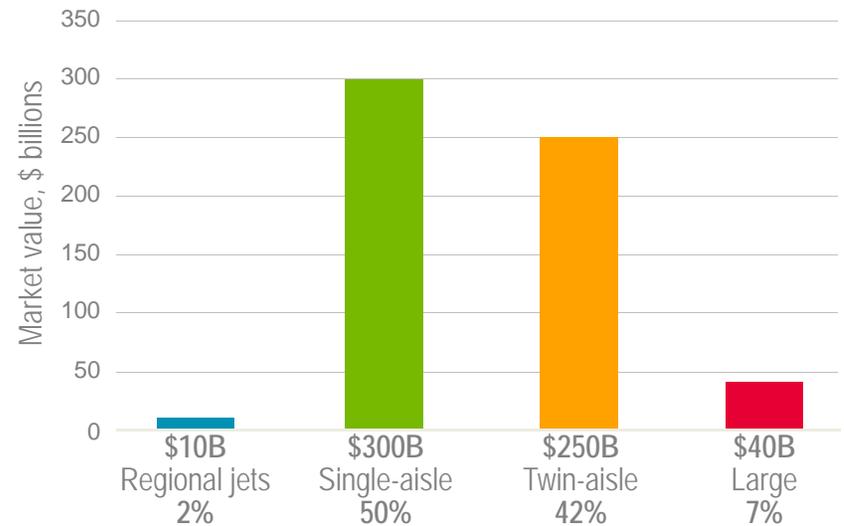
Airplane deliveries: 5,000

2011 to 2030



Market value: \$600 billion

2011 to 2030



787 Operations Control Center



- Entry into service support
- Fleet monitoring
- Customer contact and coordination
- Solutions generation

Engineering Support



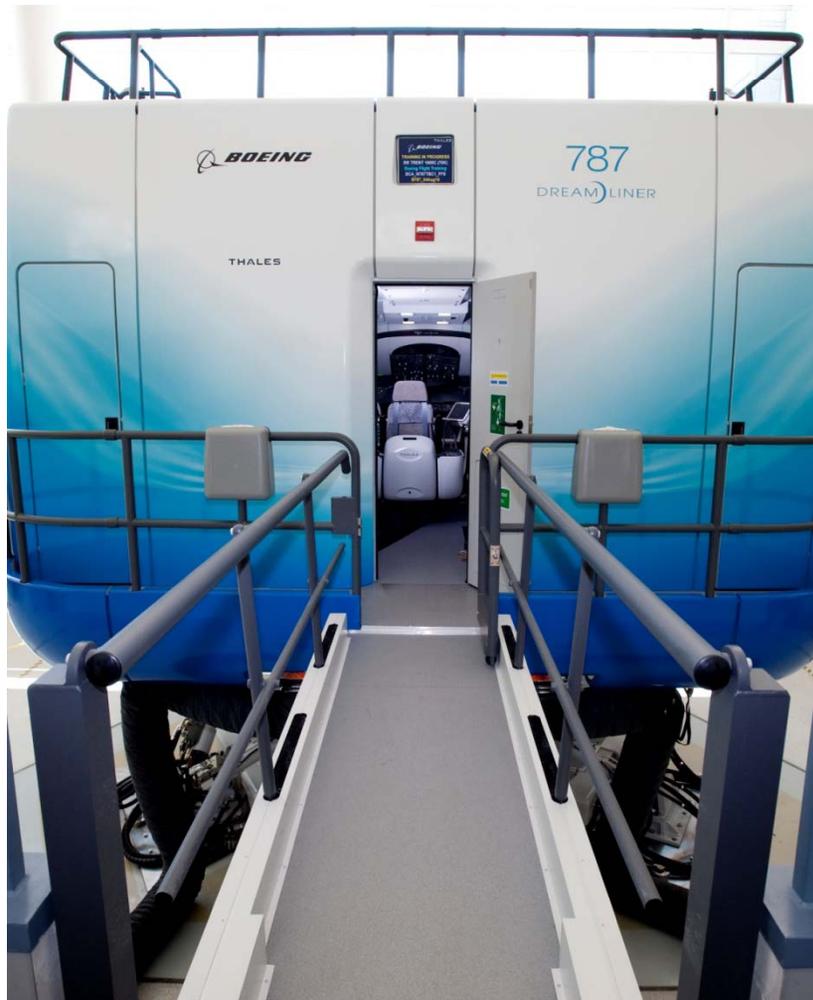
- Access to a community of Boeing engineers with expertise and experience

Technical Publications and Maintenance Programs



- Accurate and continuously updated documents, manuals, publications, information and data
- Optimized maintenance programs

Training



- Preparing and keeping personnel fully trained
- Training programs optimize pilot, crew and maintenance performance

The Foundation of Customer Support

On-line, on-site and on-call

1

MyBoeingFleet
Web Portal

2

Global Facilities
and Resources

3

Field Service
Representation

4

Boeing
Operations
Centers

5

Engineering
Support

6

Technical
Publications and
Maintenance
Programs

7

Training

The Customer Experience



