

## The Situation

ACTS is the MRO business of ACE Aviation Holdings Inc., parent company of Air Canada, Canada's flag carrier. ACTS offers full service Aircraft Maintenance, Repair and Overhaul (MRO) and backed by over 65 years of experience. ACTS is among the select group of companies internationally that can provide customers with the high quality work required to create the assurance of safety and reliability that is so integral to success in this industry.

In addition to providing maintenance services to Air Canada, ACTS also provides maintenance services to many of the world's leading commercial airlines, leasing companies, MROs, and military. A one-stop shop, Air Canada Technical Services offers customers worldwide a diverse range of technical expertise in Airframe, Engine, Component, Line and Cabin Maintenance, Specialized Services and Technical Training.

Air Canada Technical Services has experienced exceptional growth in demand for its services over the past few years. As ACTS grew, so did its need to track and manage its sales and customer data. Its existing sales management system comprised of layers of separate spreadsheets and databases and required sales staff to spend hours collating information to create their monthly sales reports. The management at ACTS knew that if they could streamline their sales reporting and information sharing processes, they would free up a considerable amount of time for their sales teams to effectively focus on supporting existing business and growing new business.

### Key Success Factors

- Flexibility
- Ease of use
- Comprehensive reporting
- Intelligent information sharing
- Online and off-line access to sales data

## The Challenge

Growing an organization as complex as an MRO company is no simple task. The departments at ACTS must interact in a seamless and cohesive fashion, handling sensitive information and technical data for a myriad of aircraft and other sophisticated vehicles. ACTS needed to maximize the effectiveness of its sales teams, as well as to find a means of sharing its sales and customer data among sales teams, service, marketing and management. A CRM system would meet these needs, and provide the information that ACTS needed to streamline its processes, share information more effectively and take their business to the next level.

In today's fast-paced business world, customers are becoming more sophisticated, and are expecting the same from their account managers. Customers have less patience for multiple contacts from different departments within a vendor organization, and operate under the assumption that anyone they speak to would have all the relevant information about their account. Air Canada Technical Services, a long-time technical leader in their field, was also interested in taking the lead in customer service, and thus wanted to ensure that all customer contact was tracked and shared between relevant departments, improving intra-department communications and external customer service and satisfaction levels while minimizing information loss and confusion.

The MRO industry is demanding and time-sensitive. Any CRM system that ACTS would consider needed to be deployed rapidly and learned easily and enjoy a high level of adoption by front line users and management alike. A very unique business, ACTS knew that an off-the-shelf CRM solution would not seamlessly handle their specific requirements, and therefore were also looking for a solution that offered a high degree of flexibility and the ability to be easily customized to meet their needs.



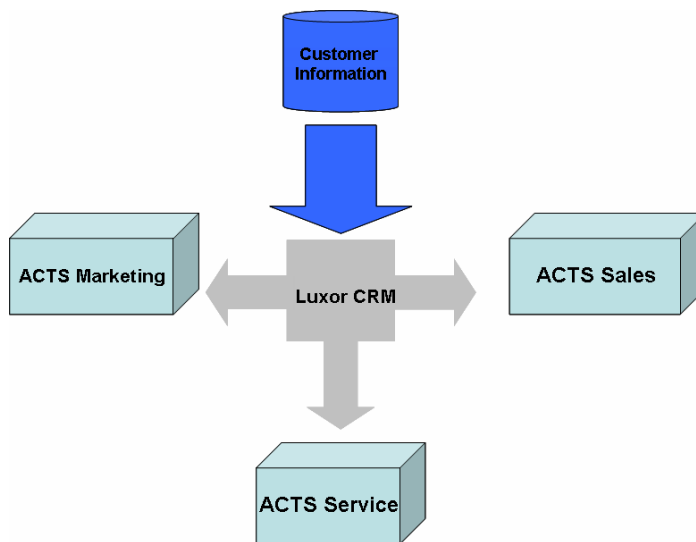
## The Solution

ACTS knew that an off-the-shelf solution would not fit their needs. Their specialized business requirements demanded a CRM solution that could easily be customized while retaining an ease of use that would foster a wide rate of user acceptance.

Luxor CRM was the perfect fit for ACTS requirements. With unparalleled ease of use, and industry-leading rapid deployment, Luxor CRM enabled ACTS to begin reaping the rewards of effective CRM immediately.

Built *by* salespeople, *for* salespeople, Luxor CRM offers an intuitive interface design and powerful CRM features that can easily be customized to reflect each company's unique work environment.

Currently, ACTS Marketing and Sales department is using Luxor CRM every day to share and manage sales data, generate comprehensive reports that give their directors and managers the information they need to make informed strategic business decisions.



***"We were particularly pleased with Luxor CRM's flexibility. Unlike other solutions, Luxor CRM could adapt to the specific nature of how we do business."***

*Daria Fratino, Market Intelligence Manager  
ACTS*

## The Future

ACTS' other departments are looking to deploy Luxor CRM in the near future. This deployment will increase the access to critical sales and customer information, eliminate the duplication of effort seen in business silos, and provide management with the ability to take ACTS to the next level of business.

## About Luxor CRM

Luxor CRM takes hosted CRM to the next level. Delivering the most powerful sales force automation (SFA) and customer relationship management (CRM) features without the headaches of installing new software systems, Luxor CRM can be implemented in days, not weeks or months. Rapid ROI and an industry-leading rate of user acceptance make Luxor the CRM solution of choice for businesses of all sizes and in all industries. An online CRM solution, Luxor CRM harnesses the power and flexibility of the Internet to help you manage your customer information more effectively than ever.

Luxor CRM is designed by Atum Corporation, 767 Creditstone Rd. Concord, Ontario L4K 4P5  
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<http://www.luxorcrm.com>

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