# Enhancing Customer Experience: Boeing CEC App

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## CEC (Customer Experience Center)

- Customer Experence Center
  - Customers (airline CEOs and executives) from all over the globe visit to gather information that will guide them in making fleet purchasing decisions

- Mock-ups
  - Full-size interior mock-ups for 747-8, 787, 777 and 737-Max

- Solutions Studio
  - Exhibits about business solutions throughout the product life cycle
  - Airplane models, information screens tailored for each customer

## Research

- User research
  - Persona and market research for three different airlines
  - Storyboarding and mapping out the customer journey

- Interactions and technologies for exhibitions
  - In museums, interaction with the exhibit can hold visitors' attention and the visitors are more likely to recall what they learned (Fino, 2008)
  - Technology used in other customer experience centers: RFID, Video wall, Multi-taction, etc

- Problems
  - Information about mock-ups relies on verbal explanation
  - Most of the exhibitions are one-way communication with customers

## Technology

- Indoor Positioning System using Wi-Fi triangulation
- Geofencing technology

787
747-8
Solution's Studio
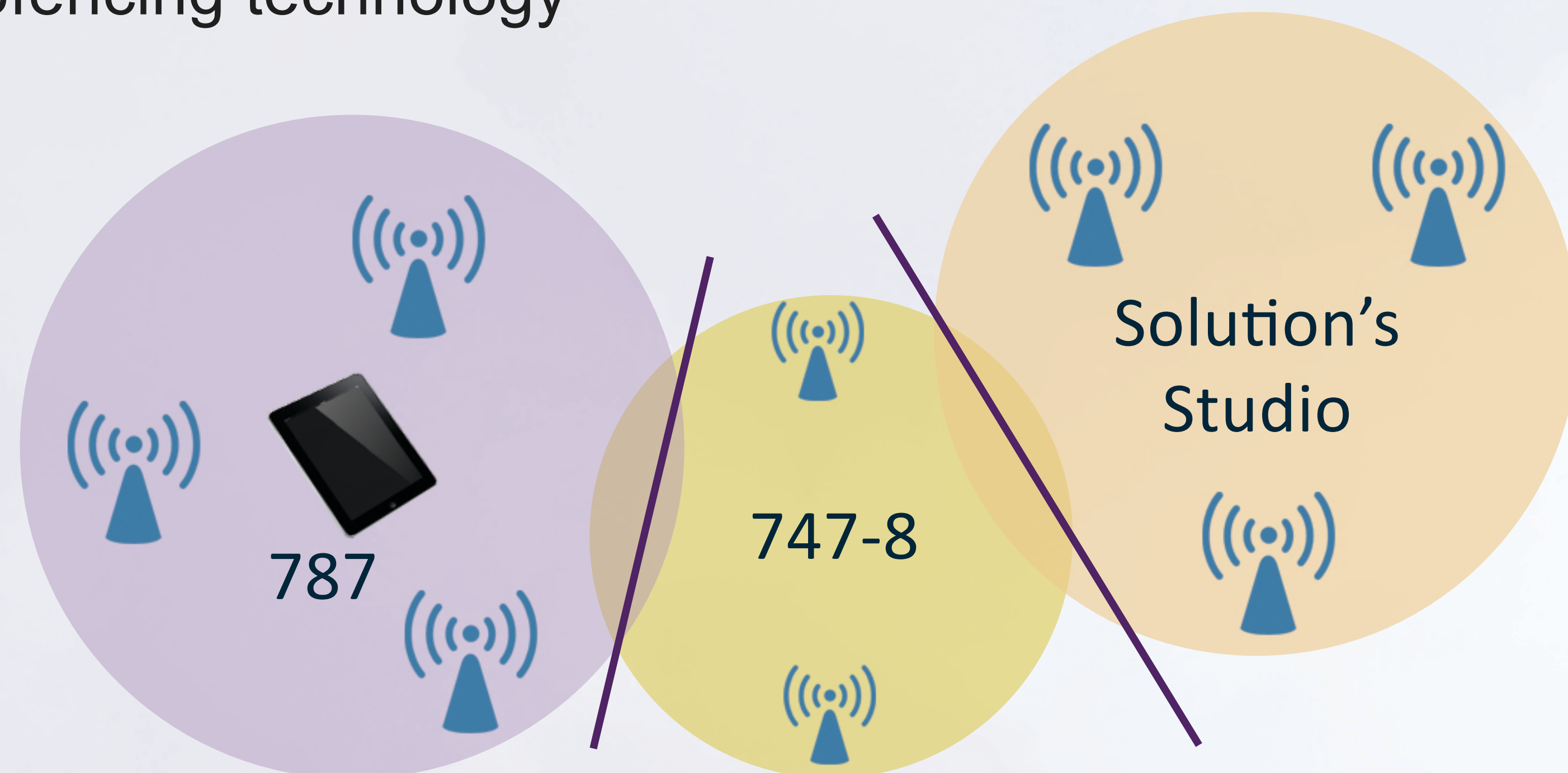
- NFC (Near Field Communication) action tags for exhibits close in proximity

## Prototype

- Distribute tablets to display more relevant information and have information brought up automatically while the customers are on tour
- App display images on alternative setups or aircraft layout
- Screens have custom branding tailored for each customer

- Enhance the user experience in the CEC and bring more interaction to the exhibits, helping customers to make decisions

Reference:
Fino, J. R. (2008). *The effects of human/object interaction on museum visit experience satisfaction* (Doctoral dissertation, Clemson University).

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