



DFS Aviation Services GmbH is a subsidiary of DFS Deutsche Flugsicherung GmbH (DFS) and a part of the DFS Group. The core business of DFS Aviation Services (DAS) consists of air navigation services at small and medium-sized airports as a certified air navigation service provider (ANSP) in Germany. Moreover, the combination of technical and operational expertise allows DAS to provide worldwide customers with tailor-made, highly professional systems along with consulting and training in air traffic management.

PRODUCT:
Sales Creatio, Marketing Creatio

INDUSTRY:
Aviation & Aerospace

REGION:
Global

CHALLENGE:

Prior to Creatio, **DFS Aviation Services** didn't have any software solution to manage customer data and support business processes. Recognizing that the lack of technology-driven innovations impeded the company's growth, DFS Aviation Services started searching for effective CRM and process automation tools to improve approach to its sales and marketing activities.

DFS Aviation Services had the following requirements:

- An industry-proven process-driven software to support long-cycle sales
- An agile platform to create custom BPM solutions
- A cost-effective system with a fast return on investment
- Implementation within tough time constraints of less than 6 months to go live

SOLUTION:

Creatio provided DFS Aviation Services with the following:

- A unified platform for sales and marketing that provides cross-departmental data management
- Large-scale automation and standardization of a range of business processes, including lead generation and qualification, sales management deal closing, and document management
- A predictive next best action algorithm incorporated into sales and marketing process flows for faster task management and improved decision-making
- An advanced bid management system with custom rules
- Automated document management along with a comprehensive business proposals database
- Custom dashboards for precise lead assessment

BUSINESS OUTCOMES:



Back and front office processes transparency achieved



Manual workload reduced significantly - workload for administrative tasks reduced by 10%



Significant growth in lead conversions

The agility and scalability of the platform enabled DFS Aviation Services to employ an intuitive approach to designing business processes tailored to the company's multiple needs. With the help of Creatio's CRM and BPM solutions, DFS Aviation Services optimized sales and marketing operations thanks to better cross-departmental alignment and collaboration.