



# GOODRICH



## COMPANY

Goodrich is a global supplier of systems and services to the aerospace, defense, and home-land security markets. It's a Fortune 500 company with over \$7 billion in annual revenue.



## CHALLENGE

The company operated largely as a collection of 14 independent business units. This created a number of challenges, especially in the aftermarket:

- Business units had varying processes, which frustrated customers working with multiple units.
- Order entry and status inquiries were entered manually, wasting time on non-value-adding tasks.
- No central place for customers to go for part, pricing, or order status.
- New Technologies: The organization had recently adopted single sign-on, messaging integration software, and portal software, complicating the ease of streamlining.

Customers wanted a more streamlined way to work with Goodrich. They needed to bring information together from all of legacy businesses and present itself in a consolidated fashion.



## SOLUTION

Pierce Washington worked with Goodrich to plan and deliver their Enterprise Customer Portal:

- Created a strategic roadmap with achievable release dates and set expectations for success.
- Leveraged our “storyboard” process to synthesize requirements and to ensure buy-in from key stakeholders. The storyboard deliverables supported effective scope management.
- Translated business requirements to manageable development tasks to ensure efficiency.
- Delivered 10 major project releases on time with zero change orders.



## BENEFITS

The Enterprise Customer Portal project has been a tremendous success. Goodrich has realized:

- Strategic benefits through increased customer loyalty.
- More than 90% of their after-market order management moved to an ecommerce channel.
- Order volume has grown more than 50% without adding customer service headcount.

Customer response to the “One Company” vision has been overwhelmingly positive. Goodrich now provides a single face to their customers with accurate and timely data. The Enterprise Customer Portal supports over 15,000 registered users and 100,000 self-service transactions a month (i.e., email, fax, or manual request) that would have previously been handled by a CSR. Additionally, over 5,000 web-based spares orders are automatically processed each month.