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### The role of customer representatives - part four

**An interview with Andrew Broccoli, co-owner of AP Completion Services**



#### How does the completions management process work?

AP Completion Services carries out many steps before the completion process even begins, including meeting potential clients – either in person or with technology such as FaceTime and Skype – and getting to know their needs, likes and dislikes. It is very important to discuss and explain the OEM completion process to our clients, because for many of them it is their first aircraft purchase.

#### What services do you provide?

AP Completion Services offers contract negotiations and review of purchase agreements; assistance with design and engineering considerations; green aircraft inspection; completion management from induction to delivery; entry-into-service support; support during warranty visits, in-service follow-up; pre-purchase inspections and appraisals for pre-owned aircraft; and interior refurbishments, modifications and overhauls.

#### Do you base someone at the centre or make visits?

Our team is comprised of highly experienced and skilled programme managers and licensed aircraft maintenance engineers who are assigned to a project and carry out visits daily, or as deemed necessary.

#### What are the challenges for you as the customer's rep?

First-time aircraft buyers are not always aware of how detailed the completion process can be, sometimes leading to challenging situations. Through continuous communication, professionalism, transparency, experience and know-how, AP Completion Services provides guidance to customers so they can make educated choices.

#### What expertise should a customer look for in a rep?

I believe a client should consider how extensive and comprehensive a representative's pedigree is and check his or her technical expertise. Besides the technical aspect, attention to detail, strong communication skills, honesty and transparency are key factors.

#### How do you benefit the client?

Aside from ensuring adherence to the overall quality and design aspect throughout the completion process, a simple yet important example of how we benefit clients is by looking at an apparently minor detail, that of selecting crystal, china and flatware. Few, if any, first-time buyers consider these important components. We assist our clients in the selection of the appropriate sizes and quantities to satisfy their operational needs and at the same token expedite the OEM requirements to ensure proper fit. In the scheme of things it may seem a minor detail but if overlooked clients are genuinely unhappy. Imagine a client's embarrassment or anger should there be an insufficient number of glasses or plates to cater for all guests, or perhaps they have broken through improper storage. Paying the same level of attention to details big and small is the only way to ensure clients are truly happy.

*Excerpts from this interview were used in a feature exploring the role of customer representatives, published in the September 2013 issue of Business Jet Interiors International. For the full article, click here. For more information on AP Completion Services, click here.*

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