

Airbus appoints B2B customer relationship management experts Bsquared

Submitted by: Bsquared Consulting

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Bsquared Consulting (<http://www.bsquared-consulting.com/>) is working with Airbus to help the organisation better understand and improve the relationship it has with its customers using the internationally proven CRp® (Customer Review process) (<http://www.bsquared-consulting.com/>). The process forms part of an overarching change programme looking to improve the operational effectiveness of the organisation, enhance its competitive position and help position the company for the future with its customers. Rob Brickle, Managing Director of Bsquared Consulting, said "we are very excited to be involved in this project particularly at a time of such change in the aerospace industry."

For more information about the Customer Review process visit www.Bsquared-Consulting.com (<http://www.bsquared-consulting.com/>) where you can listen to and read case studies from aerospace and defence companies using CRp®.

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About Bsquared

Bsquared Consulting specialise in helping organizations drive the maximum value from their Business-to-Business customer relationships. We will help you to find out directly from your customers the factors that will increase their confidence, loyalty and desire to spend with your company. We will also help you improve your operational effectiveness right the way through your value chain from customer facing departments to your suppliers.