

# building an airplane or Creating An Experience

"It's much more than wires, metal, and machinery to the people, pilots, and company purchasing a Cessna. It can be an once-in-a-lifetime opportunity."

said Barry LaBov, President of LaBov

and Beyond Inc. located in Ft. Wayne, Ind. He took delivery of CJ1, Unit 0546, in February.

Barry said he realizes Cessnas are regularly exposed to the factory and the airplanes, but for people who come to Cessna to pick up their airplanes, it leaves a lasting impression.

"It's an experience you just don't normally get to have," Barry said. "I was supposed to be somewhere else the past two days, but how often in my life am I going to get to pick up a brand new Cessna? It may be the only time I get to come to the factory to pick up a brand new business jet in my life."

As a first-time jet buyer and an expert in customer service and delivery for automotive clients, which include Ferrari, Maserati, Volkswagen and Audi, Barry offered a few suggestions based on his experience.

"Cessna has all of the tough things done really well — we were extremely impressed by the refinement of the airplane, it's very safe, and you have dedicated, passionate people," Barry said. "Having all of those important attributes in place gives you the opportunity to explore new dimensions of superior customer service."

On-time delivery of the airplane is often the foundation of a buyer's experience, he said. Barry's airplane was originally to be delivered the end of January, but it was the end of February before he received it.

"We had to coordinate the selling of our Piper Cheyenne with the expected delivery date, so the delay of our jet's delivery

cost our business the use of a plane for a month and a half," Barry said. "I know weather, production delays, and other factors caused the delay, but we had to spend extra time and money to coordinate a lot of chartered travel during those weeks."

Jack Arnold is a consultant who helps companies investigate and purchase air travel options. Jack helped Barry pinpoint the CJ1 as a good fit for his business and accompanied Barry to pick up his airplane. Jack recommended proactively offering more information to first-time buyers.

"As you know, there are a ton of decisions that have to be made that first-time buyers can't be expected to know," Jack said. "It would have been ideal for Barry to have been provided with more background. That way, he could logically think through some of the options, whether it's avionics, decisions about the cockpit recorders, or other issues. He could decide how he was going to handle these items before the contracts are signed, rather than toward the end of the process."

Barry said he would have bought more options for his airplane and may have been interested in the CJ1+, had he been provided more information.

Overall, Barry said he is pleased with his airplane, and it is a testament to the quality of Cessna as a company he is recommending these higher-level customer service functions. He is anxious to get the airplane back to Indiana and start flying it to meet with his clients in places like Michigan, New York, Dallas, Florida, North Carolina, and South Carolina.

"Everyone who helps build Cessnas should imagine those people who will receive this wonderfully built airplane and the unparalleled joy and opportunities it will give them," Barry said. "Cessna can deliver that ultimate customer service experience. A byproduct is customers will then go out and represent Cessna to the public and generate more business for you."

Barry said it all comes back to thinking beyond wires, metal, and machinery.

"It can be a connection between the people who built the airplane and the people who own the airplane and that indescribable sense of pride," Barry said. "You're either building an airplane, or creating an experience."



Barry LaBov

Jack Arnold

