

At Your Service: Commonwealth Worldwide Drives Customer Satisfaction with FlightView

After 10 years as a taxi driver and dispatcher, Dawson Rutter, launched Commonwealth Worldwide, with a vision for a luxury transportation service built on quality and customer service excellence. In 1982, he had just one driver – himself, one car -- a Cadillac and began developing his successful business in Boston.

Today, Commonwealth Worldwide operates in 550 cities around the world, serves over 250,000 passengers annually and maintains a fleet of more than 200 luxury automobiles, including the classic black Lincoln Town cars and more exotic Rolls Royce Phantom and Bentley Continental Flying Spur.

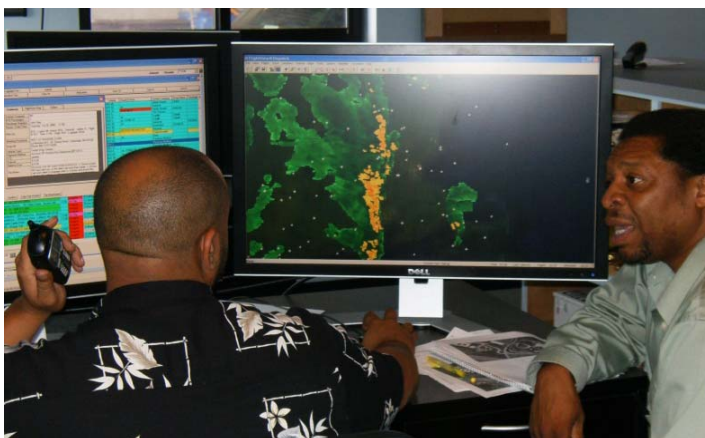
In 2004, the company expanded its operations into New York City and is now one of the largest and fastest growing concerns in the highly competitive market for chauffeured transportation.



www.commonwealthlimo.com

- 20 percent of business is airport pick-ups and drop-offs
- Using FlightView lowered fleet fuel consumption
- Customers have increased due to lower cost than driving themselves

A core differentiator for Commonwealth Worldwide has long been its use of innovative technology to deliver a higher level of customer service. In the early 1990s, it was one of the first limousine companies to provide cell phones to drivers for constant communication. Recently, the company completed a rollout of state-of-the-art global positioning systems across its entire fleet so drivers can choose the best possible routes under any conditions and customers can rest easy with the knowledge that they are riding with the most advanced limousine company in the nation.



Dispatchers access FlightView's real-time information to keep their drivers efficient and customers satisfied.

But there was one area of service where Rutter and his team were foiled by the lack of accurate information. When it came to delivering consistently excellent service for a large segment of the

business – airport travelers – there was a significant gap in airline flight information. Until they discovered Flightview (www.flightview.com), the real-time flight information company.

Flying – or Maybe Not

More than 20 percent of Commonwealth Worldwide’s revenue comes from airport customers. Every month, its drivers complete nearly 10,000 airport pick-ups and drop offs. The majority of these customers are business travelers for whom missing a flight or not being picked up on time to make an important meeting can mean the loss of a customer or a significant deal.



Large Dispatch display shows where customers are before they even land.

For Rutter and his team, the ability to deliver top-notch service to these demanding customers was sorely hindered by the lack of accurate flight information. Dispatchers had to rely on information available on the airline and airport Web sites.

“It was really hit or miss. Sometimes a driver would wait for hours for a client to arrive even though the client’s flight was shown as on-time when the driver left the office,” said Rutter.

Then, in a rare fluke of fate eight years ago, Rutter noticed that a new company had moved in across the street from his offices in Boston. He

decided to pay a visit, and when he saw FlightView’s Dispatch in action, he was sold.

Right Place, Right Time, Better Service

FlightView’s Dispatch solution is a graphically rich and easy-to-use map of flights in U.S. airspace. Based on continuously refreshed information from the Federal Aviation Administration, Dispatch gives Commonwealth’s team of dispatchers and drivers immediate, relevant and exact information on flight arrivals – and departures. The system delivers deviations from scheduled times in real time, and automatically sends updates to chauffeurs’ mobile communications devices.

For every scheduled client, Commonwealth’s dispatch team enters the airline code and flight number into the system. Tiny pictures of planes appear on a 42-inch screen in the call center and as the flights progress from departure city to destination, the images are updated. Dispatchers can easily see exactly where a flight is on its itinerary and can schedule drivers for maximum efficiency. There are also 12 desktop displays, so agents have information at their fingertips – including maps and weather that interact with reservations software.

The solution is also delivered via an XML data feed that integrates directly with Commonwealth Limousines' Livery Coach Reservations System. With this information, the reservation agents can validate the flight a customer needs to be on time for when the customer calls in – even if a customer gives the wrong flight information. The system's maps and weather charts interact with the reservations software so operators have actionable information always ready.

The system provides real-time updates on the estimated time of arrival for customer so dispatchers can easily see exactly where a flight is on its itinerary and can schedule drivers for maximum efficiency.

"FlightView gives our dispatchers and drivers the ability to know – up-to-the minute – when and where a client's flight is," said Rutter. "The accuracy is incredible – we often know the estimated time of arrival even before the client or the airline does and that's a powerful service differentiator."

"It was a game of chance using the airlines' Web sites," said Dawson Rutter, president & CEO, Commonwealth. "Using FlightView, now we're there the moment we need to be."

In addition to being there when the customers arrive, or meeting the client at a different airport when a flight's been re-routed, FlightView has helped Commonwealth's team go the extra mile for clients. In one instance, a customer was scheduled to keynote a major conference in Boston. Weather delayed the flight and it soon became clear that the customer simply was not going make the scheduled time for the presentation. The dispatcher called the conference organizers far enough in advance that alternative arrangements could be made. When flight eventually did arrive, the customer was whisked to the event and delivered the address

Information Pays

With FlightView's solutions, Commonwealth has achieved benefits in several categories:

- **Resources optimized:** When a flight arrives early, the driver's there and can quickly deliver the customer to their destination and move on to the next appointed pick-up. Similarly, when flights are delayed, the chauffeur isn't idling at the curb and can cover another run as needed.
- **Environmental and economic wins:** Since cars aren't idling at the curb, fewer carbon emissions are released and fuel efficiency improves.
- **Customer satisfaction:** The real-time information from FlightView means that Commonwealth can do more for its airport customers and that's a powerful advantage that can keep the company on the road for a long time to come.



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214 Lincoln Street, Suite 213

Allston, MA 02134-1346

p: 617.787.4200

f: 617.787.2570

www.flightview.com