

Universal Avionics

Poised for Growth

Managing sustainable growth is difficult for any business, but unique challenges exist in the avionics industry. Complex avionics integrations, multiple installation platforms and rapid changes in technology are just a few challenges unique to the current environment.

After 27 years, Universal Avionics still embraces oft-seen challenges as opportunities as it strategically strengthens business units vital to success in today's marketplace.

To this extent, Universal recently formed a new Technical Sales department that provides integration support for new installation platforms.

"The emergence of digital cockpits and integrated avionics has made instal-

lations more complex; we saw the need for a dedicated team to support our products in the installation design process. This assures the installation takes advantage of all the rich features of our equipment," says company COO Paul DeHerrera.

Other changes include additional marketing personnel committed to building relationships within the dealer network and enhancing communication with end-customers. In addition, two new marketing representatives were added to provide dedicated sales support to the newly defined Canadian and European sales regions.

Additional focus on employee morale and loyalty programs has become especially valuable as Universal implements the AS9100 Quality Management Sys-

tem and a new Customer Relationship Management system. These initiatives will boost Universal's internal efficiency and effectiveness to enhance the customer experience.

Dan Reid, Vice President of Marketing, adds, "Superior customer support has been key to Universal's proven success; and these initiatives will boost our internal efficiency and effectiveness so we can provide even more value to our customers than we do today."

Contact Information

Universal Avionics
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Visit www.uasc.com



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