



To Whom It May Concern:

The Eaton Corporation is a diversified power management company with 70,000 employees worldwide and sales of \$11.9 billion. Our product lines include electrical power distribution and control equipment, hydraulic products for use in mobile and industrial applications, aerospace propulsion systems, and truck safety systems.

The Aerospace business was challenged to create a customer-centric culture. The stakes were quite high, given that there are very few customers in the aerospace market and each customer must be given exceptional attention, courtesy and efficiency at all times.

Avatar Management Services, Inc. was chosen to assist with development of a Flight 101: For the Customer training experience. Avatar utilized a blended-approach to learning, focused on four easy-to-remember customer centric principles. We chose Avatar because of their unique, professional capabilities, and also because we realized that achieving a transformation in customer service was an on-going organizational change initiative, not an event. We required a customized approach to learning rather than an off-the-shelf program in order to achieve our intended outcomes.

The entire curriculum consists of a self-directed eLearning course, followed by a full day participatory workshop, all built on a novel and engaging airplane metaphor. A Turbulence and In-Flight Movie reinforce the need for change, and highlight the four customer centric principles. The entire airplane simulation is complete with flight itineraries, boarding passes, flight attendant attire, the bulkhead of a plane, an In-Flight Magazine, safety brochure, and many other features. The program continues to be implemented throughout the United States and globally in the U.K and Europe. Avatar provides ongoing project management support by shipping the required session materials and props to each location.

I highly recommend Avatar as a partner in developing and implementing any major change initiative. Avatar created professional, high-quality tools focused on defined and measurable learning objectives, and also serves as a one-stop partner for Eaton Aerospace. The Flight 101 experience has proven to be memorable across the business, and continues to result in highly positive reviews from those who experience it.

Please feel free to contact me if you would like to learn more about Avatar's customized approach, personalized attention, and quality deliverables.

Sincerely,

Karl Barham
Customer Centric Project Manager