

# BRIDGING THE GAP

In a complex global tangle of operators, vendors and numerous other stakeholders vying for the attention of the most demanding of fliers. Click Aviation Network is attempting to simplify the way business and private aviation companies connect with each other. CEO and Founder, Aiham Bader, explains how.



▲ Click Aviation Network will be “aviation’s biggest network,” says Aiham Bader

“We have strict quality control procedures for supplier service standards and competitive costs. Once suppliers are approved and we find them competitive and qualified, they go on to be our preferred vendors at respective locations, and are recommended to all our operator partners.”

**How do you define the Click networking concept and what makes it unique in the market?**

Today is the age of the smart enterprise where connected, smart devices open new windows of visibility into processes. For the aviation industry, this brave new world of connectivity offers multiple opportunities to improve operational efficiency and change business models. Just like technology, people and services are nodes in this web of connections. The very nature of the aviation industry’s ecosystem forces business to collaborate and share ideas to ensure that they optimise products over their entire lifecycle and maximise the customer experience. Data and analytics enable better and faster decision making. Seamless connectivity spurs new collaboration. It is this seamless connectivity and collaboration that we at Click are aiming to achieve through our networking concept.

**Can you tell us about the platform and its development?**

We launched the platform at MEBAA last year and received positive feedback from the public as well as our network members. At EBACE, we are launching a new version with exciting features, which we internally refer to as MK-LAMBDA. Because we are always open to feedback from members and integrate their comments and observations in order to keep the platform working optimally, our development labs continue to work on new exciting features to provide more value to the network. That is why no matter what type of a member you are, you will always find the platform, useful and relevant. For instance, say, you are an operator and receive a new charter request from one of your clients. You may not have an aircraft positioned in the desired location. As a Click network member, you can immediately utilise the platform to post your needs for the upcoming trip. Given that other operators would have posted the availability they have, you will be automatically connected and a trip cost estimate for proper planning and

confirmation of services from suppliers such as ground handlers, FBO and fuel suppliers will be generated.

### **So if I am a business aviation company managing a fleet for a client, what can Click Aviation Network do for me?**

Click Aviation Network provides immediate access to information, prices, operational restrictions and quality assessment worldwide, allowing you to have an accurate evaluation of costs without compromising on quality and safety. For every operator, it is important to have options and solutions and control costs and that is exactly what Click offers. Click provides full flight support services for your operations, in addition to flight planning services/overfly, landing permits, ground handling, fuel, accommodation, transportation, catering, etc. to give complete peace of mind when flying anywhere with smooth operational support. Our goal is to deliver quality services to all our network members. We also help with estimating trip costs and assist with finding the most suitable and cost effective way to reach any destination. Moreover, we can use the advantage of our network to drive charter business to you and utilise the fleet you have as an avenue for a mutually beneficial collaboration. In this sense, we not only guarantee increased business volume but also business continuity for all our members.

**“Because it’s a digital platform, it is accessible, anywhere anytime. Click’s OCC is also available 24/7 and can be contacted anytime via multiple communication channels.”**



▲ Click Aviation Network was launched to much funfare at MEBA in 2016.

### **In the same vein, if I’m a supplier of products and services, how can Click help me reach out to operators?**

Click aims to develop a network which benefits all our partners, including suppliers and operators. We have a strict procedure on quality control of supplier service standard and competitive costs. Once the suppliers are approved and we find them competitive and qualified based on our assessment, they will go on to be our preferred vendors at respective locations, and will also be recommended to all our partners who are operators. In Click’s online platform network, our suppliers can reach out to operators directly using the contact lists provided online or allow Click to help them establish this

connection and seamlessly collaborate. By connecting all types of operators, individuals and brokers, Click provides fully independent feedback about prices, quality and standards allowing operators to make informed decisions. Similarly, for suppliers delivering exceptional standards and a perfect balance of price and quality, Click is the right partner to drive their business.

### **And where does Click’s Operational Control Centre come in all of this?**

Click Aviation Network invests in the power in technology but does not ignore the human factor as an integral part of customer service. Our Operations Control Centre, which we refer to OCC, is open 24/7 for all members and non-



planning and a basic operational analysis before embarking on an operation. The commercial department also strives to achieve exceptional standards through market research, analysis and a systematic assessment of all partners.

**And the network be accessed anywhere, anytime?**

Yes, because it's a digital platform, it is accessible, anywhere anytime. Click's OCC is also available 24/7 and can be contacted anytime via multiple communication channels.

**Is there a kind of company that the Click Network is ideal for?**

Our network is a useful platform for all participants in the aviation industry, from charter brokers, operators and suppliers. It is a unified platform where everybody can come together under one roof, explore opportunities and discover ways to increase operational efficiency and business growth, eliminate risks, reduce costs and build credibility.

**How has the industry responded to this concept?**

Very positively, in fact. Our clients realise that consumer demands, expectations and demographics are changing drastically and that the future success of aviation businesses requires companies to offer new and dynamic offerings in order to communicate, engage and win business. They are seeing Click as a way to achieve this through the convergence of technology, collaboration, customer experience and new revenue streams.

**And finally, where did the inspiration behind the network come from?**

At Click Aviation Network we are committed towards creating the biggest aviation network and leading the operations with a team of highly experienced professionals. The company aims to not only be a central resource that empowers the framework between players but also collects and processes data into information that leads into knowledge and manages and shares this knowledge across the network.

members and provides complete operational support. The OCC team comprises highly qualified professionals with extensive experience in the aviation field. OCC deals with every aspect from information about airports, equipment, restrictions and ground and flight arrangements to transportation and accommodation, all within minutes. OCC also monitors live operations and service to give you peace of mind. Further, we have in place quality metrics, checklists and improvement plans to ensure that the appropriate quality standards and operational definitions are utilised.

**You also have a dedicated Commercial and Vendor Relations team. How does that team work to**

**deliver value for your clients?**

Our commercial department is responsible for establishing, growing and maintaining the Click Aviation Network with vendors and suppliers, assessing performance and service and standards of each vendor. The team is also responsible for providing trip cost estimates to our clients—such as handling, airports charges, fuel cost, permit cost, navigation fees, flight planning charges, and other services. Our key endeavour is to find the best solutions and prices, keeping in mind the quality, safety, cost and reliability of the vendors, ensure compliance with international standards and assist our clients in planning their trip with a wholesome view of all the factors involved. This way, our clients can engage in pre-flight