

WILLIS LEASE PERFECTS ITS BRAND STORY THROUGH A DYNAMIC MOBILE APP

Willis Lease Finance Corporation (WLFC), a pioneer in aviation services, deploys an innovative app to showcase its leased commercial aircraft in real time.

CONTACT US

200+

leased assets can be viewed on a map in real time

THE CHALLENGE

Delivering a powerful brand story to prospects and stakeholders

Willis Lease, at any given moment, has hundreds of airplanes and engine assets moving across the globe. The company wanted to visually demonstrate its size and scope to clients, prospects, analysts, and shareholders. Their existing reporting failed to capture the complexity and efficiency of their global operations.

BUSINESS NEED

Creating an effective way to showcase its assets and capabilities

Willis Lease needed an engaging app to showcase the breadth and depth of their assets and global footprint, all in real time.

HOW OZ HELPED

Ideating, prototyping, and developing a new mobile app

Willis Lease engaged OZ to ideate, prototype, and develop a new app for their intranet, mobile sales presentations, and in-office signages, which showcased their brand more effectively. Using design thinking and data analytics, OZ identified and integrated their lease management system and other data sources with external GPS and flight data to build a dynamic flight tracker app. The app visually displays the locations of all Willis Lease assets, including engines and planes in real time. The Flight Tracker App is now used in every Willis Lease mobile sales presentation, throughout their intranet, including lobby signages. Its built-in functionalities allow users to filter data and imagery for performing tasks such as pinpointing asset locations for specific clients.

IMPACT

Greater visibility, higher revenue

- All 200+ of the company's leased assets can be seen on a map in real time on any device, anywhere
- The Flight Tracker map is the main focal point at Willis corporate offices, providing a strong visual experience for visitors
- Willis Lease now markets a more compelling brand through visual storytelling



COMPANY

WLFC

HEADQUARTERS

Coconut Creek, Florida

INDUSTRY

Aviation

EMPLOYEES

363

FEATURED SERVICES:

App Innovation

Data & Analytics