

Customizing Reports to Boost Your Leasing Platform’s Brand Story

Part of effective lessee management and retention is knowing how to communicate effectively

Any piece of lessee-facing communication aircraft lessors create and share is part of their brand story – and, most crucially, makes their brands stand out among competitors. Every opportunity to interact with lessees must be on point. Lessors should strive to meet their wants and needs, providing them with information that’s important to them while also valuing their time.

Whether it’s a marketing specification, a lease summary report, a sales sheet, internal reports, or dashboards, meant for external viewing or internal reference, it’s still a representation of a lessor’s brand and the professionalism of its operations and management’s leadership.

Which is why it’s important to create brand consistency in all the content, including in system-generated reports that play a vital role in day-to-day communications.

“Plenty of marketers focus on making on-brand content marketing, but reports deserve the same treatment. The look, the feel, the voice—it all affects how your content is consumed and how your brand is perceived,” notes Zeevo Group’s principal Joey Johnsen. “Before you send your next lease summary report or sales sheet to a lessee, give it a pass to make sure it’s truly on brand.”

Invoicing and lease management systems, such as Leasepoint and Boeing’s AerData’s CMS application, host a wealth of information customarily leveraged to generate lessee-facing documents and reports – from lease summary reports to marketing specifications. However, the default out-of-the-box (“OOTB”) reporting for these systems is often lacklustre and fails to offer ways to effectively customize and brand reports to meet business requirements.

While altering each report with a company-specific brand



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Joey Johnsen, Group Principal, Zeevo

scheme may seem like a tedious job – and for which the Communications department has no bandwidth – Johnsen says that “enlisting the support of external experts to assist you in establishing templates for these documents is an effective way to reinforce your brand and strengthen your relationship with lessees.”

Johnsen contends that “reports are a tool for conveying results clearly, and they support transparency by putting you and your lessee on the same page.” When done right, reports keep adding value to lessees’ processes and in turn make them committed to meeting shared goals.

“Unfortunately, many lessors fail to take advantage of their reports’ potential,” warns John McCartney, who heads the development of system-generated reports for Zeevo’s lessor clients. “This leads to the chronic problem of ineffective reports—discombobulated documents filled to the brim with soporific tables, indistinguishable KPIs, and hard-to-discern statistics.”

“The goal when sharing reports with lessees is to concisely, consistently, and clearly convey information,” underscores McCartney. Keeping your audience in mind will help determine which datasets the lessee considers most important, and what angle to take in presenting those data.

As exemplified by a sales summary shown in Figure 1, with a few small tweaks to OOTB reports, lessors can provide lessees with report layouts that effectively:

- Display an easy-to-navigate dashboard of KPIs most critical to their business;
- Prioritise information and make decision-making easier;
- Present a consistent, professional image of your brand;
- Remind your lessee of your successful working relationship; and
- Build emotional attachments and loyalty to your platform.

McCartney quips that “even though reports aren’t exactly known for being the most riveting of reads, with a bit of visual design and thoughtful presentation of data, even the most numbers-heavy report can be increasingly valuable to lessees.”

Moreover, reports may be passed around to members of a lessee’s upper management. Visual enhancements go a

long way towards making a lessee-facing report appear professional, boosting a lessor’s reputation in the lessee management’s eyes.

Among standard system-generated reports and documents that lessors should consider for customisation include:

Marketing specifications and lease summary reports

These reports contain pertinent asset information, contract details, rent schedules, extension options, and configuration details for your lessee or prospective lessee that can be overwhelming to digest. Make the specification, or (“spec”) professional and visually appealing. Use your brand’s colours and logos. Design the report so that the reader’s eyes are naturally drawn to the most important information on the report. Keep the reports consistent to other reports to streamline how information gets conveyed.

Sales sheets

Customise the design of your sales sheets to meet your own requirements. Presenting high

Figure 1



value monetary figures in a thoughtful and well-designed format lends additional credibility to your quotes.

Internal reports

Johnsen adds that “branding internal reports has just as many benefits. If your employees don’t believe in you brand, why should your customers? Putting forth a consistent image of your company across your functions, improves your mission focus, deepens your employees’ connection to the organisation, and breaks down organisational silos. This helps focus employees, improving hiring and retention.”

Custom BI dashboard reports

As mentioned earlier, lessee reports must be actionable. Any data presented must lead to insights that lessees can use or learn from. McCartney expounds that “creating custom dashboard reports keeps internal reports visually consistent, appealing, and intuitive while remaining up-to-date.”

Microsoft Power BI is one of several powerful business intelligence (“BI”) tools on the market that connect to data in real-time. “Adopting a BI strategy should be an integral part of any company operation, and BI dashboards with advanced visualisations are critical tools to help executives, managers, and other corporate end-users make informed business decisions,” denotes Johnsen.

There are many data visualisation tools available, including Tableau, Qlik, and Domo. However, OOTB reports solely use the visual elements commonly found in infographics and fail to give your report a stronger visual impact. The Zeevo team emphasises five areas of importance that comprise an effective dashboard, namely grouping visuals, visual types, effective metrics, consistent measures, and use of colours. As shown in a fleet summary dashboard in Figure 2, the clever use of relevant graphics, icons, images, and colors can elevate your report.

Johnsen explains: “The key to making BI dashboards effective for lessor and lessee teams is to deploy best practices to present data visually through charts, graphs, and diagrams that enable the reader to quickly understand complex concepts and grasp new patterns.”

Zeevo can assist

With a proliferation of leasing platforms and progressively competitive industry landscape, lessors are increasingly recognising the importance of delivering a memorable brand experience to lessees that makes them stand out from their competition. Lessors may define their brand promise, but it is the lessee who decides whether or not the lessor delivered on its promise.

Zeevo’s creative solutions are designed to assist lessors to

deliver a brand experience that not only meets the lessees’ expectations but strengthens their loyalty to the lessor. Our team represents broad communications and marketing capabilities with deep experience in a number of key industries in designing, developing, and delivering creative content across all platforms.

“Our ultimate goal is to assist lessors in driving deeper levels of engagement with lessees and other external and internal stakeholders, with maximum potential for their brand,” concludes Johnsen. ▲



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Deutsche Bank joins syndicate of lenders in **Skyworks'** equity vehicle

Skyworks has upsized the debt facility supporting its Sierra Echo Aircraft Leasing Ltd. (Sierra Echo) vehicle to \$700 million.

Bank of America, BNP Paribas, and Royal Bank of Canada all increased their facility commitments and German lender Deutsche Bank joined the Sierra Echo vehicle as a debt participant of the existing facility.

"Deutsche Bank was added due to a need to expand our relationships with financial institutions as we continue to grow the Sierra Echo balance sheet," says Steve Gaal, managing partner at Skyworks Holdings.

"Deutsche is viewed as a valuable partner as we explore refinancing options for the warehouse." The equity vehicle launched in the second half of

2018 with \$300 million worth of commitments from the syndicate of banks. The facility was led by Bank of America, which acted as structuring agent and joint lead arranger. BNP Paribas and Royal Bank of Canada were the joint lead arrangers.

Airfinance Journal understands that the warehouse facility had previously upsized by \$100 million.

The vehicle's first acquisitions included eight Airbus and Boeing aircraft from different sellers but last year Sierra Echo added aircraft.

In the final quarter of 2019, Skyworks added a Boeing 787-8 on lease to Aeromexico and two A321 aircraft on lease to Aegean Airlines to the fund.

"We have 11 aircraft closed and an additional five aircraft under executed purchase agreements and letters of intent.



The aircraft types include the 737-800, A320-200, 737-900ER, A319-100, 787-8 and A330-300 models," says Gaal. Further, he said that additional portfolio growth is expected with the pace of expansion largely subject to market conditions.

Skyworks Leasing (Ireland) acts as origination agent, servicer and asset manager of Sierra Echo Aircraft Leasing.

During the final quarter of 2019, Skyworks' Leasing and Asset Management Group

arranged the sale of five Airbus A320s currently on lease to United Airlines, as well as the sale of a Boeing 737-700 previously operated by Southwest Airlines, to United Airlines.

Skyworks arranged the sale of four A319s, on lease to American Airlines, on behalf of Philip Morris Capital. The firm also sold two 737-400s to Safair and sold one Bombardier CRJ900 on lease to Mesa Airlines. [^](#)



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Your brand is a combination of your airline customers' experiences with your platform at every touchpoint. Whether it's a marketing specification, a lease summary report, a sales sheet or a dashboard, meant for external viewing or internal reference, these materials are a representation of your brand and reflect the professionalism of your operations and management.

Zeevo's creative solutions are designed to assist lessors in crafting and delivering a brand experience that not only meets their lessees' expectations but strengthens their loyalty to their platforms. Our team boasts broad communications and marketing capabilities anchored in deep experience across many industries that will enable your team to deliver best-in-class creative content across all platforms.

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Appraisers sees 'bloody' market for A330-300 leases

A glut of Airbus A330-300s returning from their first leases is creating a "bloody" market and depressing lease rates and values for the type, appraisers believe.

Speaking at *Airfinance Journal* Dublin 2020 on, Olga Razzhivina, senior ISTAT appraiser at Oriel, noted that following high levels of production of the A330-300 to fill a gap in Boeing 787 output, the "fallout" of aircraft returning from first leases was "creating a bloody market".

"Given the production rate of new aircraft types I don't see that dissipating anytime in the future," she warns.

Mike Yeomans, head of valuations, IBA Group said that lease rates for the type had come down "significantly" over the last year or two.

"We think a lot of that is the function of the delivery stream of the aircraft because before the global

financial crisis the [A330]-200 accounted for more of the delivery stream. After the financial crisis, we saw that flick over to the -300 so we have started to see those aircraft coming back," he says.

"We have seen quite young aircraft coming out of Singapore on six-year leases, those aircraft were sold at relatively low prices as well so we have seen that put pressure on the market as well as some of the excess supply."

For 10- to 12-year-old aircraft, IBA has encountered lease rates below \$200,000 per month going to good credit airlines and with lease-end compensation.

While it is still possible to achieve rates above \$200,000, Yeomans says that these are under pressure. As a result, IBA has had to adjust down its market value and



L/R: Olga Razzhivina, Oriel, Mike Yeomans, head of valuations, IBA

lease outlook for the type. Robb Watts, vice-president advisory, ACC Aviation, said that a majority of the airlines which failed in 2019 had A330s in their fleet, which was putting further pressure on the -300.

"We have seen A330s, relatively young ones, going to credits that we would otherwise not expect them to go due to the need to place them," he says.

Razzhivina says one "silver lining" for the type is that there is demand for freighter conversions. "The one saving grace for the A330-300 - not in the sense of leasing but considering its future - is the fact that it makes a much better freighter in conversion, but really the prices have to go down to very low double figures or even single figures to justify the price of the conversion," she says. ▲

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STAND OUT FROM THE CROWD.

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Zeevo will assist your team to deliver a brand experience that not only meets your customers' expectations but strengthens their loyalty to your platform.

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Lessor orders plummet in 2019

Airbus outsold Boeing among lessors in 2019, although the leasing community only represented 14% of the European manufacturer's total orders. This was down from 21% in 2018 and 25% in 2017.

Boeing, which ended the year with negative 87 net orders, only received two firm lessor orders in 2019: from Air Lease for six Boeing 787s and from China Aircraft Leasing (CALC) for two 787s.

Lessor accounts for 15.8% of the Chicago-based manufacturer's total sales in 2018 and 28.7% in the previous year.

In 2018, Boeing booked 122 direct orders from lessors for the 737 family. Those included 38 from Air Lease, 23 from Aviation Capital Group, 11 from BOC Aviation, 20 from Goshawk Aviation and 30 from Jackson Square

Aviation. Single-aisle orders accounted for almost two-thirds of lessors' total orders in that year. On the widebody front, Air Lease ordered three 787s, BOC Aviation placed an order for nine 787s and three 777-300ERs and Novus Aviation Capital ordered four 777-300ERs.

Undisclosed customers accounted for 49 aircraft in 2019: 37 737s and 12 787s. This compared with 323 units the previous year, including 297 737-family aircraft.

Operating lessors accounted for 105 net orders for Airbus last year, versus 158 in 2018.

The manufacturer announced gross orders for 1,131 aircraft, but registered 363 cancellations to end the year with 768 firm orders.

Avolon was the most acquisitive lessor with firm orders for 20 Airbus A320neos and 10 A330-900s through its

affiliate CIT Leasing.

The Dublin-based lessor had previously ordered 13 A330-900s. CIT Aerospace, which was acquired by Avolon in 2017, ordered 16 A330-900s in 2014. Their combined total now stands at 39 aircraft of the type.

GECAS ordered 12 of the A330-900 model, for which Rolls-Royce is the sole engine supplier. This was an unusual move as the lessor has traditionally invested in aircraft powered by parent company General Electric. GECAS also announced a firm order for 13 A321neo aircraft last year.

Air Lease, which has orders for 23 A330-900s, placed no firm orders for Airbus aircraft last year. At the Paris air show, it committed to 50 A220-300s and was the launch customer for the A321XLR model.

Last year saw Accipiter place its debut order, for

20 A320neo aircraft. Airbus also sold three additional A320neos to Aviation Capital Group and five to AerCap.

DAE Capital was the only lessor to order the A350 after signing for two A350-900s.

At the end of the year, Nordic Aviation Capital increased its share of the A220 through a firm order for six A220-100s and 14 A220-300s.

Airbus did not reveal the identity of five customers behind 92 firm orders in 2019. These included orders for 40 A330-900s and four A330-800s from undisclosed sources.

The manufacturer also had an undisclosed customer for 23 A320neo and 13 A321neo orders, as well as another anonymous buyer for two A321neos. In addition an undisclosed customer ordered 10 A220-100s. ▲

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KICK OFF THE NEW DECADE WITH A BOOST TO YOUR BRAND STORY AND STAND OUT AMONG COMPETITION

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Through a multifaceted team with broad communications and marketing capabilities, Zeevo will assist you in crafting and delivering a brand experience that not only meets your customers' expectations but strengthens their loyalty to your platform — making you clearly stand out among competitors.

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