

# CitationShares: Arrives in Style and Safety with FlightView

For the rich and famous, shuttling around the world on a private jet has always been the norm. For the rest, air travel was the commercial airline. At least that's the way it was until 2000 when Steven O'Neill saw an untapped market for travelers with a flexible alternative to commercial air travel without the cost and headache of owning an airplane. CitationShares – and time-share in the air – was born.

Customers get 50 hours of flying time annually and all of the comforts of a private jet with less cost, no up-keep and the ability to fly in the aircraft best suited to the trip.

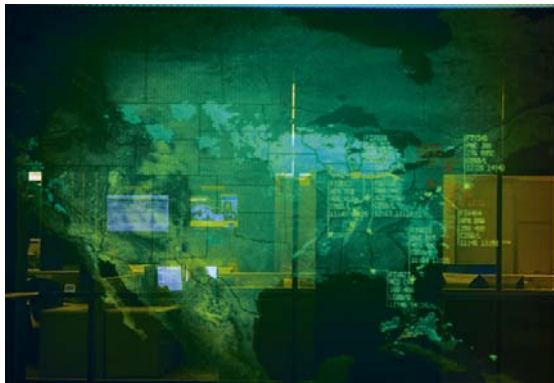
State-of-the-art aircraft, highly trained ground and air crews and a 100 percent safety record are key to CitationShares' success, which relies heavily on repeat customers and word-of-mouth marketing. All of these factors are enhanced by aggressive and strategic use of information technology, including knowing exactly where any flight is and how best to manage it -- from wheels up to landing.

CitationShares



[www.CitationShares.com](http://www.CitationShares.com)

- Concierge service available 24/7, 365 days
- Pilots have more than 7,000 hours of experience
- Guaranteed access to the fleet within 8 hours with the Vector Fleet JetCard



*CitationShares provides FlightView maps that show weather, delays and air traffic.*

With a service area encompassing North America and the Caribbean and more than 150 legs daily, tracking every flight was no mean feat for the team. Soon, the operations team went looking for technology that could help the fractional jet company deliver a higher level of customer service and safety. At the time, the only provider of accurate, actionable flight information was [FlightView](#) – the team began to use the solution, and has never looked back.

With FlightView, CitationShares delivers a higher caliber of service and safety to customers who expect nothing less.

### Operational Excellence: on the Desktop

CitationShares uses FlightView Dispatch for operational control of the fleet. FlightView's Dispatch is an easy-to-read, easy-to-use program that insures that assets are deployed effectively and that even in a luxury business, efficiency ratios are optimized.

FlightView's application tracks where each flight is at any given moment and where it is in relation to the flight-plan. An overlay of impending weather and air traffic congestion that might affect safety and timeliness, gives the operations center and crew visibility that can drive action – re-routing a flight if needed and alerting ground crews of changes.

“Every flight coordinator, dispatcher and supervisor uses FlightView Dispatch as a proactive core application. It is integral for flight locating,” said Dan Smith, vice president of flight management for CitationShares. “The operations center uses it to support airborne crews in terms of routing information and weather so that we can get our clients safely to where they need to be and when they want to be there.”

*“FlightView provides the information we need to provide that seamless travel experience, to make certain that every leg of the trip is near-perfect for our client,” said Dan Smith, vice president of flight management for CitationShares.*

### Service on the Ground and in the Air

CitationShares takes pride in their client service excellence going beyond the in-air experience including airport drop-off and pick-up. On the ground experiences supported by FlightView include ground transportation companies, FBOs and individual service providers.



*Dispatchers use FlightView to track flights in the air in real-time.*

Customers expect that they can:

- Arrive at the airport less than two hours before scheduled take-off
- Avoid lengthy waits and navigate customs requirements in a timely manner
- Avoid missed and cancelled flights

Dispatch gives operations the information they need to alert customs and service providers as to when a flight will arrive or depart so that schedule changes can be met with the flawless service that is expected.

“Our success is based on a business model that recognizes our clientele’s repeat business and word-of-mouth recommendations,” said Smith. “FlightView provides the information we need to provide that seamless travel experience, to make certain that every leg of the trip is near-perfect for our client.”

### **The Value of Real-time Flight Information**

With FlightView’s solutions, CitationShares delivers safety and service to its customers:

- **Safety Counts:** The ability to track individual aircraft from departure to arrival with the addition of weather and traffic conditions gives the operations center the tools they need to monitor flights and adjust as necessary to insure the safest and most comfortable route possible for passengers.
- **Optimized and Available Resources:** When a flight is on the way or delayed, the operations center can notify customs agents, food services and transportation vendors of the flights arrival or delay. This avoids both costly wait times and inconvenience for clients.
- **Customer Satisfaction:** The real-time flight information gives CitationShares the information they need to deliver what patrons expect – a comfortable and perfect travel experience from home to destination and back again without a hitch.



**FlightView**<sup>®</sup>

*Flight Information You Can Act On*<sup>™</sup>

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