

## Centre of Gravity Expands Its Product Portfolio with „CAST – Aviation Survey Tool“

### Press Release / 17. May 2011

From the second quarter of 2011, CofG will regularly collect data in and for the business aviation industry and its suppliers by means of online surveys. The surveys will address various core issues in the business aviation industry.

The first data collection with CAST will focus on „Flight Operation Management Software & Planning Tools“. The surveys are carried out for our own studies and censuses. In addition, it is possible to conduct the surveys as a service on behalf of third parties – e. g. customer satisfaction surveys for aviation companies or service providers such as handling agents or brokers.

Due to an unlimited number of participants, more than 20 different types of questions and the opportunity to include media data such as photos and videos, the online surveys are particularly suited for:

- Customer satisfaction
- Marketing surveys
- Employee surveys
- Data collection

In cooperation with the client, a hard copy or online questionnaire will be developed. The online questionnaire can also be adapted to the client's corporate identity. In order to ensure reliable results, the survey participants will be given an access code which guarantees that only invited individuals can participate in the survey. The tokens will be provided via e-mail or registration on the CofG homepage. Mails inviting and reminding participants can be sent out by means of CAST's internal participation administration function. After conclusion of the survey, the client will receive an edited evaluation including the collected data. All surveys are completely anonymous.

### About CofG Centre of Gravity Aviation Solutions

CofG Centre of Gravity Aviation Solutions GmbH is a consulting firm specialized in Business Aviation with Headquarters in Wiesbaden / Germany.

CofG offers Consulting Services for Flight Departments, Systematic Evaluation and Consultation for Flight Operation and Management Software and Expert Advice and Support in Company specific Planning, Design and Operation of IT-infrastructure. CofG-Customers include aviation companies as well as brokers, handling agents and aviation service providers

### Contact

Thorge Heuer  
Centre of Gravity GmbH  
T: +49 611 17 25 338  
M: info@cofg.aero