



The charter organization's
guide to inflight Wi-Fi:
6 considerations for why you should get connected



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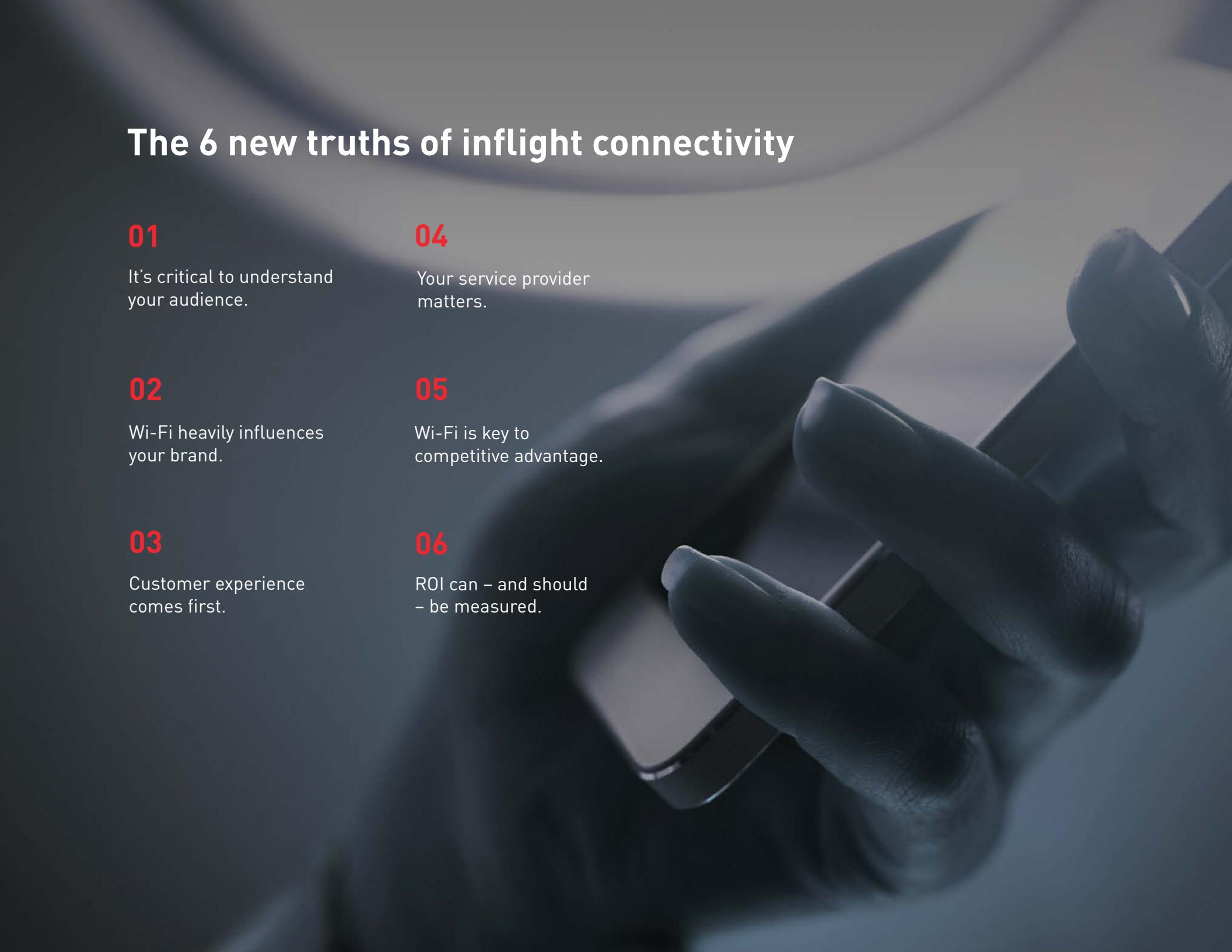


It's official: →
Inflight Wi-Fi
is no longer
a nice-to-have

Within the last 10 years, internet service onboard an aircraft has gone from a convenient perk to an expected necessity. This applies across sectors, from commercial flights to charters to private jets: we all enjoy the benefits of inflight connectivity and we all want more.

How does this shift impact charter operators? In this guide, we'll look at six new truths of the Wi-Fi era. You'll learn what's changed, how to keep up, and how leading charter operators across North America are using inflight connectivity to build their brands and their businesses.

The 6 new truths of inflight connectivity



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It's critical to understand your audience.

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Your service provider matters.

02

Wi-Fi heavily influences your brand.

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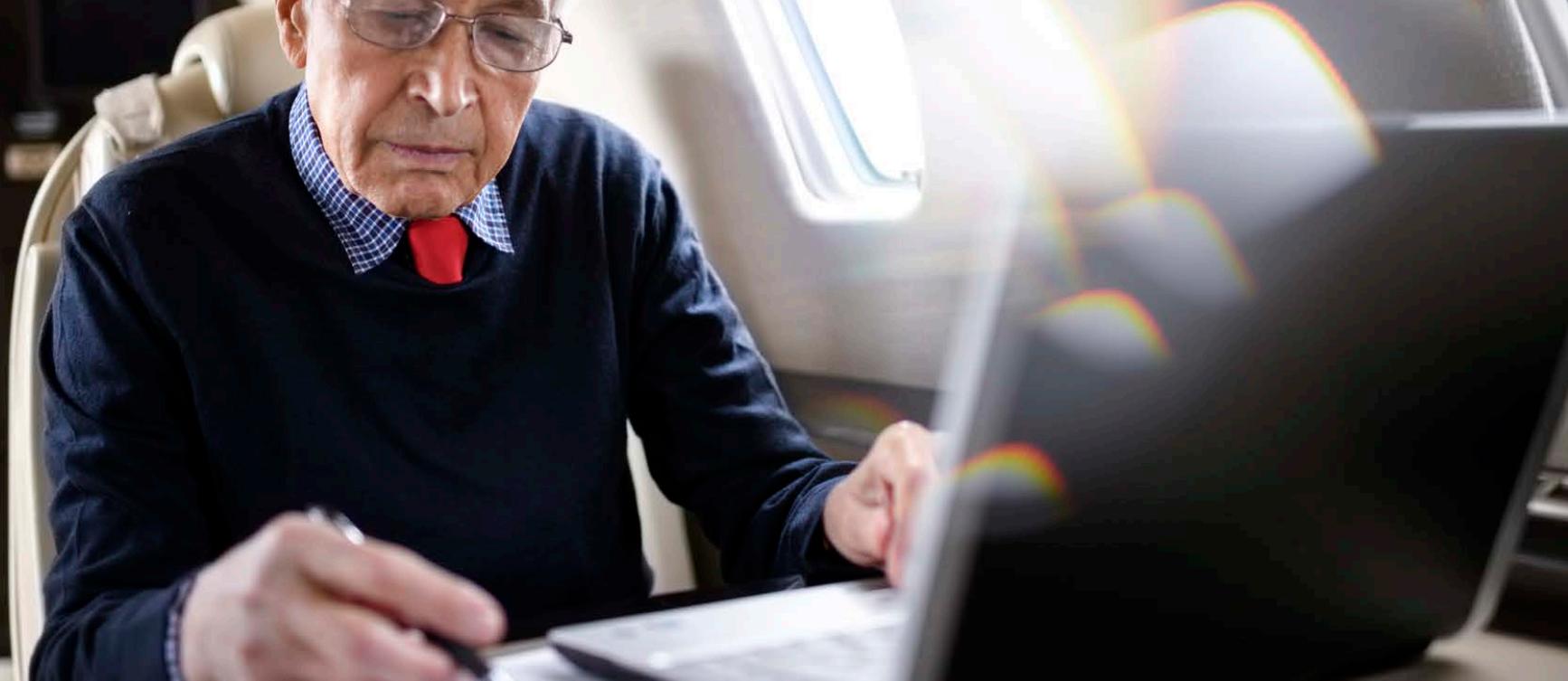
Wi-Fi is key to competitive advantage.

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Customer experience comes first.

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ROI can – and should – be measured.



01

**It's critical
to understand
your audience** →

The writing's on the wall: with the increasing availability of technology and the current business climate, consumers now expect the same level of internet connectivity and service in the air as they're used to on the ground. This particularly applies to charter organizations. Many charter organizations serve primarily business travelers who simply cannot be offline for any amount of time. Today's passengers must be connected 24/7 to do their jobs – and they will find a flight service that makes that possible, whether it's yours or not.

“ If you can fly Southwest and have Wi-Fi, your private jet should absolutely have Wi-Fi on board. Every pilot tells me that it's the first thing passengers ask when they get on board: 'do you have Wi-Fi?'”

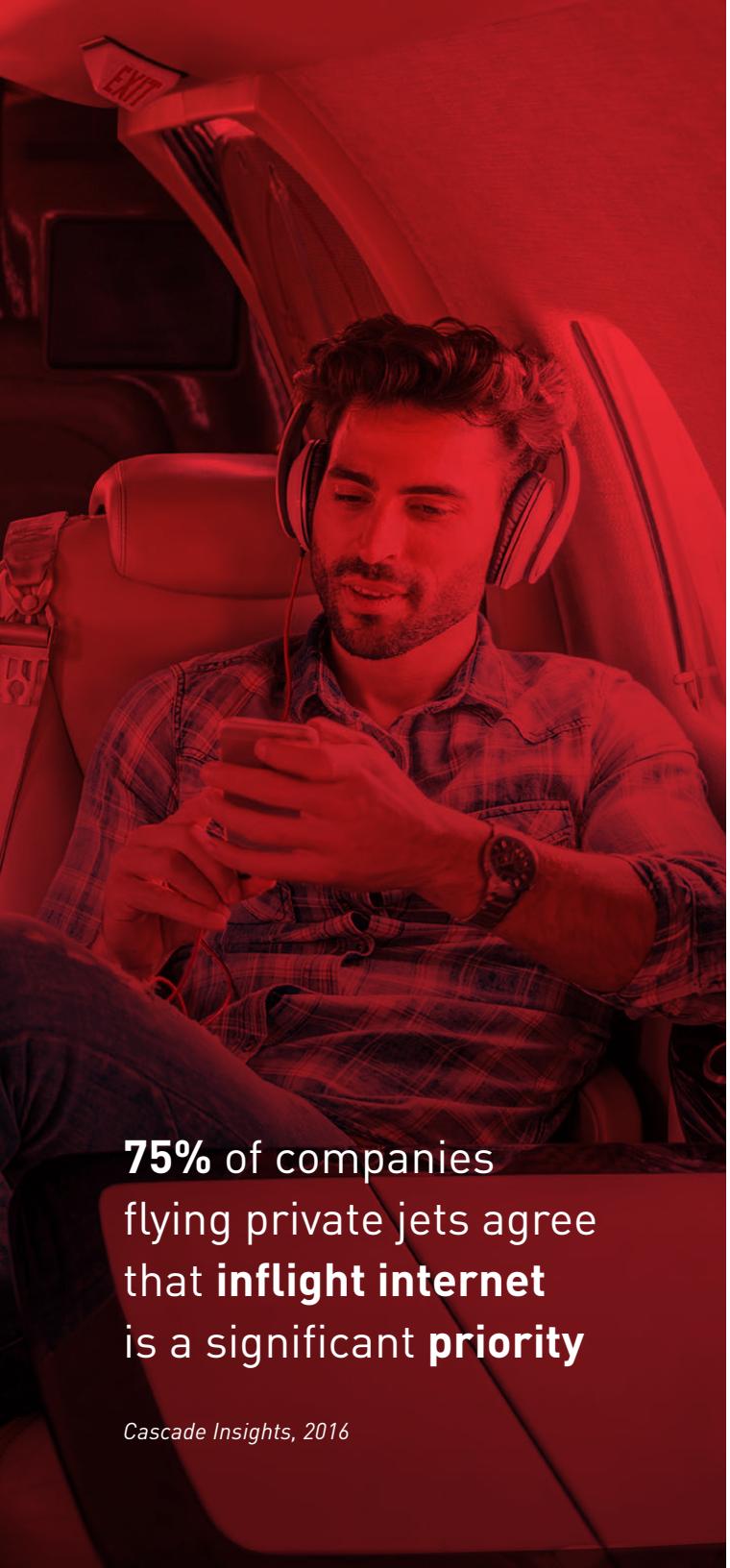
- Jessica Naor, Grandview Aviation

Key takeaway: Inflight Wi-Fi is non-negotiable for most business travelers, no matter how short the trip.

60% of companies flying private jets agree that **inflight internet** is **important** to passengers for flights on any duration

Cascade Insights Turboprop and Light Jet Inflight Internet Research, 2016





75% of companies flying private jets agree that **inflight internet is a significant **priority****

Cascade Insights, 2016

02

Wi-Fi heavily → influences your brand

Put simply, without inflight connectivity, you risk being perceived as a bare-bones or budget brand. Wi-Fi, once considered a bonus feature, is now as essential as a clean cabin and friendly crew to many of your customers and prospects. Without it, your organization won't make their short list for consideration, and your brand equity will quickly go downhill.

With inflight connectivity, on the other hand, charter firms significantly increase their brand

equity. Whether you target new or repeat customers directly or through a broker, offering Wi-Fi conveys that your organization is modern, customer-centric, and most importantly, can deliver the services that your clients need.

“Customers want to fly on an aircraft that has Wi-Fi. We don’t charge extra for it because we believe that at this point in time, airplanes should just have it. It’s an expected part of the service.”

– Denise Wilson, Desert Jet

Key takeaway: Inflight connectivity plays a key role in boosting and maintaining your brand equity.

03

Customer → experience comes first

It's a cliché because it's true: the most successful businesses invest in understanding and then meeting (or exceeding) their customers' needs. Onboard internet is no exception. Our expert panel reported that inflight connectivity allows them to deliver an exceptional customer experience in a variety of ways:

- Improved overall flight experience that matches customers' expectations for high-speed, inflight Wi-Fi
- Streamlined, no-hassle bookings, on the ground and in the air
- The freedom of unlimited usage – to do the things they need and want to do
- Increased passenger productivity and satisfaction
- Greater efficiency, flexibility, and time savings during inclement weather or itinerary changes

“ Before onboard Wi-Fi, changing the itinerary due to weather added hours to the day for our passengers. We couldn't make any arrangements until we were on the ground. With Wi-Fi, we're in constant communication with dispatch. We're calling them using our own smartphones, they're texting us, passengers are emailing dispatch – it's seamless.”

- Jon Becker, Don Davis Aviation

Key takeaway: Wi-Fi allows you to deliver the premium customer experience that your passengers expect.

04

Your service provider matters →

If onboard internet has become essential, are all connectivity providers created equal? Not exactly. As with other communications and technology investments, organizations face a range of options that vary in the quality and variety of services that they provide – not to mention price.

The sweet spot across these criteria will depend on your business's specific requirements. But all charter organizations need the right capabilities to make the investment worth it:

- **Reliability.** The service has to work. Promising onboard internet and not delivering as advertised is perhaps more damaging to your brand than not offering it at all.
- **Flexibility.** The speed and level of service that you need today won't necessarily be the same tomorrow. Look for a service provider with a variety of plans so that you can scale up and down as needed.

- **Customer support.** As with all technology, something will eventually go wrong. When it does, it's crucial to have a strong support team in place to get it fixed fast.

- **Experience.** Providing internet in the air isn't a simple proposition. Trust providers who have the experience to know what works, what doesn't, and can help your charter firm find the best fit for your business needs.

Key takeaway: Look for a service provider that offers the speed you need with reliability to match.

**83% of organizations flying
private jets added internet to
benefit their passengers**

Cascade Insights, 2016



Why did the customers on our expert panel choose Gogo?

“ When we were comparing providers, everyone said ‘You’ve got to go with Gogo.’ And in the end, we chose Gogo because the speed was faster and the rates were better.”

- Jonathan Corcoran, Corcoran Aviation

“ Our Gogo inflight connectivity service allows working passengers to check email and stay up-to-date, while others can download videos and stay entertained. The unlimited plan prevents surprise overages and allows us to offer a seamless customer experience with no need to pass additional costs on to the end user. Our passengers never pay for Wi-Fi; unlimited usage is included in the price of their flight.”

- Jessica Naor, Grandview Aviation

“ Before activating our Gogo system, I was concerned about uptime and unconvinced that inflight connectivity would work as well as on-the-ground Wi-Fi. But after almost a year, those worries are gone. We’ve never had an issue – it has never not worked.”

- Jon Becker, Don Davis Aviation

“ We began adding Gogo inflight Wi-Fi to our fleet four years ago, and the response was so positive that we also purchased a Challenger 300 with preinstalled Wi-Fi and chose to add inflight connectivity to another newly purchased CJ3.”

- Denise Wilson, Desert Jet



05

Wi-Fi is key → to competitive advantage

While the desire and demand for onboard internet are now universal, not every charter organization has caught up. A recent study we conducted with Cascade Insights revealed that just 56% of companies flying private jets currently have inflight connectivity on one or more of their aircraft. That leaves a significant amount of room for charter operators to differentiate themselves from the pack.

You can offer Wi-Fi, period, and build a business model that makes your particular flavor of onboard internet particularly enticing to passengers – and beneficial to your bottom line.

“Our unlimited Wi-Fi service differentiates us. Wi-Fi makes closing the sale so simple. Before we added it, there was a lot of back-and-forth on price. Now they know we have unlimited Wi-Fi, they get a quote, and they book it. We get much less push-back on our pricing and services.”

- Jessica Naor, Grandview Aviation

Key takeaway: Adding inflight connectivity opens up tremendous opportunity for differentiation and competitive advantage.



06

For a detailed breakdown of the ROI of Wi-Fi, including how to calculate ROI using real prices and hard numbers, use our [**ROI of Wi-Fi calculator**](#)

ROI can → – and should – be measured

Price – either real or, more often, perceived – is the biggest roadblock for most charter firms when considering adding Wi-Fi to their fleets. In fact, our research with Cascade Insights found that 65% of organizations flying private jets cited cost-related concerns as the most significant barriers to inflight connectivity.

While onboard internet is a significant investment, it's also one that pays off – and isn't as cost-prohibitive as you might think. Upfront costs are often rolled into initial purchase prices, and service plans exist for almost any budget. Perhaps more importantly, inflight Wi-Fi is not a write-off – it's an investment. It adds value financially by driving new business, providing competitive differentiation, boosting your brand equity, increasing return

bookings, and usually, delivering positive return on investment (ROI) in as little as three years.

“Once people ride on a plane with Wi-Fi, they don’t go back. In the charter market, an airplane with Wi-Fi will fly significantly more than an airplane without it. I wholeheartedly believe that passengers want Wi-Fi and will pay extra to have it. In fact, the Gogo monthly service now pays for itself in increased charter revenue.”

- Jon Becker, Don Davis Aviation

Key takeaway: Think of inflight Wi-Fi as an investment – one that can see positive return in as few as three years.



So, is Wi-Fi worth it for charter organizations?

"Absolutely. Once you have it, as a passenger or a pilot, you'll wonder how you ever lived without it."

- Jon Becker, Don Davis Aviation

"Without a doubt. If you're on the fence, get on a plane with Wi-Fi and experience it. You'll fall in love and there's no way you'll go back."

- Jonathan Corcoran, Corcoran Aviation

"Yes – even just for the resale value. The benefits are obvious for the owners who are using the plane, but it's also about what's in it for them at the end. The resale value of your aircraft will definitely be positively affected when you sell it. All other things being equal, an aircraft with Wi-Fi will book and sell before an aircraft that doesn't have it."

- Denise Wilson, Desert Jet

"If you're a charter company, there is no question. It's absolutely worth the investment. You are differentiating yourself and offering the correct level of service for the product that you're selling."

- Jessica Naor, Grandview Aviation



How Gogo → can help

As inflight connectivity on charter flights becomes less the exception and more the rule, the question is not if to make the investment, but when. Gogo Business Aviation works with more charter organizations than any other provider. We understand how to make your move to inflight connectivity as smooth and profitable as possible.

Get in touch to talk to a Gogo inflight connectivity expert about how to get your fleet online so your business can outfly the competition.

Schedule a custom consult
to get started.



ABOUT GOGO BUSINESS AVIATION

Gogo Business Aviation is today's leading provider of in-flight connectivity solutions that increase the productivity, safety, and enjoyment of the business aviation travel experience. A trusted brand in airborne communications, Gogo Business Aviation is a factory option at every major business aircraft manufacturer and installed on the world's largest fractional ownership fleets.

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