



Internship Reflection

At Inventory Locator Services by CAMP

Executive Summary

My role at Inventory Locator Services (ILS) is as a Sales Intern who reported directly to Stephanie Drouillard. It was my job to make follow up calls to 241 employees of Collins Aerospace who registered for ILS/Collins Enterprise webinar last October. I worked from my own cubicle which was strategically situated in the midst of the company's Sales reps.

ILS is a company that owns and manages an Aerospace aftermarket platform which connects potential buyers and sellers with each other. Through this online platform, organizations are able to conduct their B2B transactions in a timely manner.

The main selling point for ILS services is how well they take care of their customers. The Customer Success team's role at the company is to ensure that the customers' needs are attended to at all times. They go over and beyond to ensure that the customers are satisfied.

I observed how well the different departments at the company collaborated with one another to achieve a common goal. The communications among the employees were professional and mutually respectable. The company's culture promotes collaboration and inclusiveness.

My experience here at ILS has been amazing! It is a great organization to work for and the company's culture is blissful. I learnt about the importance of work relationships and how to maintain healthy relationships with coworkers and customers.

Internship Reflection

Position Description

I worked at ILS from January to April 2023 as a Sales Intern who was reporting directly to Stephanie Drouillard. My project's purpose was to make follow up sales calls and send emails to Collins employees who registered for the ILS/Collins Webinar but took no action. The objective of this project is to make contact with 241 registrants in order to reengage their interest towards ILS Discount. Through my contact with these leads, I was also able to verify or update their contact information in ILS Salesforce records. Whenever the registrants (leads) are interested, they are often passed to internal sales for closing.

I had the opportunity to work and learn alongside the Sales team at ILS. My cubicle is strategically positioned in the midst of the sales team so that I can learn from different angles. Not only do I have the privilege of being educated by the professionals, but I also have the opportunity to shadow them while they do what they do best.

About ILS

According to the company's website, "Founded in 1979, ILS has continued to expand and innovate the Aerospace Aftermarket platform. Often imitated, never surpassed, ILS continues to be the market leading Aerospace Marketplace across the globe and pioneered many groundbreaking solutions used by Aviation professionals in all sectors. Innovation and software development increased further following the acquisition of ILS by CAMP Systems in late 2019 from Boeing, accelerating the cadence of unique capabilities released to our customers."

ILS is a company that owns and manages an Aerospace aftermarket platform which connects potential buyers and sellers with each other. Through this online platform, organizations are able to conduct their B2B transactions in a timely manner. There are several other aftermarket platforms available in the Aerospace industry, however ILS's main differentiation is the luxury of top customer services that they offer potential consumers. A lengthy procedure is often followed to verify interested consumers before approving them to be on the platform in order to protect customers from illegitimate businesses. Customer support reps also work around the clock in order to ensure that customers are always assisted whenever they seek help.

Customer Success

In my first week here at ILS, one of my orientation tasks was to shadow the Manager of the Customer Success team, Matt Mansell, and get a scope of what the Success team's purpose is within the organization. During this task, I was lectured about the importance of the relationship between an organization and its customers. In Matt's words, "acquiring a new customer always cost more than retaining your old one." This was not my first time hearing this sentence because in my previous marketing classes, Prof Cowell said the same thing.

The customer is technically not always right, but you have to always find ways to make them happy. "We are in business for their satisfaction," Matt further explained the role his team have to play in order to ensure that the customers' relationship with the organization is always a priority, and that the customers can feel that they individually are a priority to ILS.

Observation

I was able to witness how different departments work collaboratively to achieve a common goal. Each employee understands the organization's vision and mission, and they all work towards it. For example, the marketing team attracts new leads, the sales team nurtures this lead into an opportunity, then into a customer, while the customer success team ensures that the customers are retained.

Furthermore, the communication techniques at the organization are quite similar to the systems in my management and marketing classes. I noticed that whenever the employees and the managers send emails, they usually make it as short as possible and straight to the point. Before I started making the follow up calls, Stephanie explained to me that the consumers want the conversation to be very brief because they have other things that they are attending to. Same thing as the follow up emails I send to them, two to three lines of sentences should be enough to pass my message across. Within the organization, broadcast messages are often in a 'Memo' format, which reminds me of when I had to write Memo papers in my management classes.

Experience

My internship enlightened me about the core pillars that makes a company thrive and the importance of relationships among coworkers. I was also able to understand what ILS is about, and I learnt how to start and maintain good relationships with fellow employees and potential customers.

The Sales Manager that I report directly to, Stephanie Drouillard, always takes her time to explain how to approach each customer and why it is important to approach them in that manner. She taught me the different categories of customers that the company deals with; especially the difference between 'parent and child' customers.

So far, my experience here at ILS has been amazing! It is a great organization to work for and the company's culture is blissful. The employees are respectful and kind to each other, and they encourage collaboration amongst each other. As I learnt in my Organization Behavior class, the relationships that are formed in the workspace often dictate the productivity level of an organization. When employees are happy to go to work, they are always more productive.