

Desert Jet Improves Customer Service and Enhances Pilot Capabilities with Gogo ATG 5000

CHALLENGE

Denise Wilson, President, CEO, Director of Operations, and Flight Captain, founded Desert Jet in 2007 with the vision of creating an upscale “private car service of the sky.” In the last 10 years, Desert Jet has grown to fulfill that promise and more, providing executive FBO, private jet charter and management services, aircraft sales and maintenance and more from its home base in Thermal, California, near Palm Springs.

Desert Jet now manages ten aircraft on behalf of private individuals and corporations. The organization flies over 1,500 clients to destinations across the Western Hemisphere, including North, Central and South America. To meet their clients’ diverse needs, Desert Jet operates a variety of planes ranging from smaller jets with a range of 1800 nautical miles to larger aircraft capable of flying up to 3800 miles.

As the business grew, Wilson and her team knew that they needed to keep pace with their clients’ evolving expectations – including providing inflight Wi-Fi. With a diverse set of customers, owners and aircraft, Desert Jet required service and technology that could be added to their fleet in a strategic and flexible way that added value to everyone involved.

SOLUTION

Desert Jet began adding inflight Wi-Fi to its fleet 4 years ago with the purchase of a CJ3 with Gogo ATG 5000 inflight connectivity system preinstalled. The response from pilots and clients was so positive that Wilson and her team also purchased a Challenger 300 with preinstalled Wi-Fi and chose to add inflight connectivity to another newly purchased CJ3.



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– Denise Wilson, President, CEO, Director of Operations and Flight Captain, for Desert Jet

“We had such a good experience with the first one, we knew we were going to go with Gogo,” Wilson explains. “The only question was whether to use the ATG 2000 or ATG 5000. We worked with the owner to determine that the ATG 5000 was worth it because of the large number of devices that could be connected at one time.”

Installation was “seamless,” according to Wilson, and the benefits to the pilot and crew were immediate. “We used to use satellite phones, but there was a lot of miscommunication. They were hard to hear and text messages wouldn’t always go through,” Wilson explains. “Having Wi-Fi is a frustration reliever, it’s freeing. When you’re working as a team – everyone, from pilots to charter coordinators to maintenance and dispatchers – being able to stay in touch on the ground makes a huge difference.”

The Desert Jet team relies on inflight connectivity for everything from accommodating changes in flight plans to solving maintenance issues in the air to connecting with current and potential customers while in flight. One of the biggest advantages for pilots, however, is weather information. Wilson shares, “Having Wi-Fi opens up a very broad range of weather products that you wouldn’t be able to access even with a full avionics suite installed on your panel. That’s a big advantage to our pilots.”

CONCLUSION

Inflight connectivity enables Wilson and her team to deliver the level of customer service and business excellence that have made Desert Jet successful. It allows the crew to support each other, their customers and their flight plans more efficiently and effectively.

“Customers want to fly on an aircraft that has Wi-Fi,” Wilson concludes. “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.”

Wilson’s advice for anyone considering adding inflight connectivity to their fleet? Do it 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.”

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To learn more about our global network of authorized dealers, visit: business.gogoair.com/contact/dealers



KEY BENEFITS

- Streamlined communication with every member of the team: from pilots to dispatch to maintenance to sales to customers
- Access to a wide range of weather products for a better pilot experience
- Improved customer service across a diverse clientele
- Competitive advantage over aircraft without inflight Wi-Fi
- Positive impact on resale value of aircraft