

# ROI SHOWCASE

## General Electric Consumer & Industrial

### SERVICEPOWER CASE STUDY

#### General Electric Consumer & Industrial

**Headquarters:** Louisville, Ky.

**Line of business:** Manufacturing, marketing, and servicing consumer products across the U.S.

#### Business Process Challenge

You would be hard-pressed to find a home or business in America without a General Electric (GE) product, whether it be a telephone, a washer, a dryer, or a refrigerator. Manufacturing and mass-marketing white goods has been GE's mission for the past 125 years. GE Consumer & Industrial (GECI)—already an established leader in field service—knew it could improve the performance of its white goods repair service, which fixes appliances across the U.S. With some 1,500 technicians covering 118 zones in six regions, GECI was using an aging legacy system and six call centers to take service calls and dispatch technicians to repair locations.

#### The Solution

After investigating a range of options, GECI deployed a laptop-based solution combined with ServicePower software. "We selected ServicePower because of its proven ability to deliver real benefits to our service operation," commented Darryl Miller, general manager of factory service at GECI. The ServicePower solution enables field management to plan territory coverage while providing intelligent appointment booking and continually optimizing the service schedule. The managers can access a live display of



the schedule, view the status and type of all jobs assigned to technicians, view the travel time between jobs and manually override assignments if there are conflicts.

#### The Benefits

Once the solution was fully deployed, the benefits for GECI were obvious. Technician productivity improved in terms of the number of customers serviced per day. New processes helped improve first-time repair rates to around 90 percent—well above the industry standard—meaning far fewer trips to see the same customer when parts were not available or other



complications arose. Dispatch centers were reduced from 40 to 2, allowing GECI to reduce dispatcher headcount. Field managers were also given access to a real-time view of the service operation, leading to improved service consistency across the country.

Of course, GECI isn't the only beneficiary of the ServicePower solution. The new system also allows customers more flexibility when choosing appointment windows; sometimes GECI can get out to see them the same day they call for service. "Consumers are the real winner here," notes Miller. "Getting to more people every day means more people are happy."

*As appeared in the May 2003 issue of Field Force Automation magazine.*

## SERVICEpower

#### CONTACT INFORMATION:

#### ServicePower Inc.

711 Bestgate Road, Suite 202  
Annapolis, MD 21401  
Phone: (410) 571-6333  
Fax: (410) 571-9330  
[www.servicepower.com](http://www.servicepower.com)