

# GE Aviation On Wing Support Reduced Errors and Increases Productivity with ServiceMax



GE Aviation's On Wing Support's 300 service technicians never know where their jobs will take them. They might start the day in one of the business unit's ten support and maintenance centers around the world, including Dallas, Dubai, and from there, they might travel to South America, the Middle East, or even above the Arctic Circle to provide rapid engine maintenance for commercial airline customers.

Since even minor downtimes are costly, GE Aviation On Wing Support has a targeted response time for customer issues within 24-hours to keep jets in the air and aviation schedules uninterrupted by repair delays.

## The need for a dedicated field service solution

The team's global reach and the complexity of each job—a single engine can contain more than 10,000 parts—means On Wing Support must dispatch technicians with the right skills and parts to ensure the job gets done on the first visit. "We're described as urgent care for the airline business," says Christine Duborg, staff technical project manager for GE Aviation. "We have every airport code in the world loaded into our database and can be anywhere our customers need us to be."

"GE Aviation On Wing Support needed a modern approach to service management to provide high quality, rapid-response service worldwide. Before selecting ServiceMax, On Wing Support managed its sprawling service organization through its ERP system. The legacy solution, however, couldn't provide crucial details about a technician's location and experience that is needed to dispatch the right technician to the thousands of jobs annually.



Maintain service offerings, terms and levels

Maintain technical skills, certifications, and locations

Track service histories, as-maintained products and parts

“We can change process flows as needed and be creative on the fly. ServiceMax is very flexible from a business standpoint.” Christine Duborg, Technical Project Manager

“Our SLAs guarantee that we’ll have engineers on the ground within 24 hours—and ServiceMax helps us deliver on that promise.” Kevin Geiger, Regional Service Director

Manage consistent job processes for compliance and accuracy

Track key service indicators, including AOG and TAT

“We needed to manage technicians not just by location, but also by skill set,” Duborg says. “The unit also needed better digital tools to support its engine maintenance offerings, that includes the ability to manage ‘quick-turn’ which are completed in the shop at the same time as supporting the customer needs in the field. This quick-turn efforts began in 2012 and play a critical role in extending the time on wing of a jet engine and reduces costly engine overhauls which delivers significant cost savings.

“Our job is to keep aircraft in the air and our customers flying,” says Kevin Geiger, regional service director at GE Aviation On Wing Support. “Our promise is that we’ll have technicians on the ground within 24 hours—and ServiceMax helps us deliver on that promise.”

### Smarter service, from parts to skills

“On Wing Support has moved its field service management capabilities -from job scheduling and management, maintenance costing, and pro-forma invoicing-to ServiceMax.

“We wanted the flexibility we could gain with a field service solution, such as choosing technicians by skill sets, rather than the limited dispatching features in an ERP solution,” Duborg says. “We need to take skills into account to ensure we have the right person on site for the specific service task.”

ServiceMax’s configurability allowed Duborg and her team to create customized workflows, an important step to growing On Wing Support’s maintenance business. “ServiceMax also helps improve productivity,” Duborg says, “by minimizing manual data entry in the field.”

The team was eager to reduce data-entry errors related to service jobs and to optimize technician’s workflows in ServiceMax. Duborg could easily customize the ServiceMax modules-scheduling, contracts, warranty, entitlements, mobile, and work order debrief to reduce the administrative time for the field service technicians.



## Visualizing field staff locations

The team is also using MapAnything, a ServiceMax partner solution, to see geographic overlays of service locations and technicians—a helpful tool for deploying technicians with the correct skills for time-sensitive jobs.

"If I have technicians at a distant customer site, I don't want to send another person to that same location," Duborg says. "I can view a technician's skill sets at the same time I see their locations on a global map, so that I can make the best choice about who to deploy to a job and from where."

## Tracking service performance

"Since rolling out ServiceMax globally in July 2016, Duborg and her team can also track key service metrics, including AOG (aircraft on ground) and TAT (turnaround time). This newfound visibility into service levels is a significant improvement since the longer an airplane is grounded, the more cost to the operator."

"Even when we add on bells and whistles, we can tie in new features and workflows to the natural flow of ServiceMax—without changing any of its core functionality," Duborg says. "We can change process flows as needed and be creative on the fly. ServiceMax is very flexible from a business standpoint."

## Maximized Efficiency

"Reduced errors and increased productivity are paying off for GE Aviation On Wing Support. The business saw excellent service outcomes after using ServiceMax. In the first year, they exceeded On Wing Support service revenue goals by 130%."



**The customer experience is the most important priority. We need data to increase efficiency and customer satisfaction, but we don't want the techs to focus on that, their minds need to be on repairing the engine.**

**We are focused on innovative ways to streamline processes and gather data without pulling away the technicians attention and time. That's where ServiceMax comes in."**

**Christine Duborg**, Technical Project Manager, GE Aviation

## Maximized Productivity

"As the business develops, we are continuing to use the product in new and innovative ways. That's what's awesome about ServiceMax. It's as flexible as our business requirements," says Duborg. One recent project leverages ServiceMax to speed up parts returns. They are adding 60" touch screen TVs to the shop floor, equipped with ServiceMax technology and bar code readers, to automate inventory management. Out in the field, the same thing can be pushed to an iPad for flexibility.