

GE HealthCare Global Services Boosts Productivity with Cloud-Based Field Service Management



GE HealthCare Global Services, one of the world's largest HealthCare equipment service providers, had a technology problem. Its global service team, which installs and maintains high-tech medical equipment, operated like regional teams with a patchwork of siloed software tools and processes.

"We were operating like the biggest little company in the world," says Aaron Thomann, VP – Digital – Field Service, Parts & Repair, GE HealthCare Global Services.

But GE HealthCare is not a small company—far from it. GE HealthCare includes the Life Sciences and Global Services organizations. The Life Sciences group focuses on research and biopharmaceutical manufacturing including cell therapy, bioprocessing, and laboratory filtration. Meanwhile, Global Services works with HealthCare providers as a service team. This group employs 8,000 service engineers in more than 140 countries who provide services that help hospitals and research clinics deliver consistent, efficient, cost-effective care. But maintaining the organization's global reach with fragmented technology stack presented significant management challenges.

"We still had many people on behind-the-firewall solutions, while others were using legacy CRM systems," Thomann says. "Even though we've been doing service for many years, it was difficult to share information or innovation from region to region." GE HealthCare leaders needed to standardize both the tools its service teams around the world use—and the customer and installed base data it collected—to run a unified service operation.



One source of service truth, hosted in the cloud

Once GE HealthCare Global Services adopted Salesforce for CRM, the group's next step was to digitize its service processes. "We saw the benefits of cloud-based CRM," Thomann says. "We needed these same tools for service, so we could handle the complexity of our offerings."

Global Services leaders chose ServiceMax for cloud-based field service management. Scale was the biggest benefit. The group's disparate and disconnected systems simply couldn't grow with its global service organization. GE HealthCare Global Services retired legacy IT systems and went live with ServiceMax. Currently, GE HealthCare Global Services uses ServiceMax for parts ordering, dispatch, installed base management, and self-help customer portals.

Flexibility encourages buy-in

With such a large field staff working on diverse projects, it can be difficult to get employees to adopt new tools. A key ServiceMax benefit, Thomann says, is that if service leaders need to customize the tool, the solution's cloud and mobile architecture ensures everyone across the global operation uses the same instance of software and up-to-date processes.

"If you force people to change their processes to drive use of a certain tool, it makes it hard to get everyone excited about the change," Thomann says. He leverages localization, allowing engineers around the world to see information in their native language. "With ServiceMax, we can consolidate our processes— and that's good business."



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Aaron Thomann, VP of Digital, Field Service, Parts & Repair,
GE HealthCare Global Services

>> Customer Quick Facts

INDUSTRY:
HealthCare

SIZE:
50,000+ employees,
10,000+ users

HEADQUARTERS:
Chicago, IL

WEBSITE:
www.geHealthCare.com



Let's talk about business outcomes (not tech obstacles)

Thomann and his team now spend less time worrying about IT infrastructure, since the cloud eliminates on-premises maintenance headaches. Instead, ServiceMax allows the team to think strategically about customers' business needs.

"We don't want to have conversations about which servers to use," he says. "I'd much rather have a business conversation about the outcomes our customers want, or how to improve my field team's productivity."

Those conversations are increasingly common since GE HealthCare Global Services adopted ServiceMax. And the results are positive: In Global Services' Japan division, ServiceMax created \$1.5 million in field productivity gains. In Europe, ServiceMax reduced call center volume by 40% after the introduction of self-service customer portals.



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