

# How GE Healthcare Improved CSAT Rates with Pipefy for Customer Support



## About GE Healthcare

GE Healthcare is a global leader in medical technology and digital solutions, driving increased productivity and striving to better support their patients, providers, health systems and researchers worldwide.

With over 100 years of healthcare industry experience, this company operates at the center of an ecosystem, working toward precision health and digitizing healthcare.

Nowadays, GE Healthcare operates in over 160 countries with 50,000 employees around the world.

## Specifications

- **Industry:** Healthcare
- **Business size:** 50,000+ employees
- **Department:** Customer Service
- **Process:** Customer Support

## Case Overview

GE Healthcare provides medical equipment and services to clinicians around the world through its engineers and external channel partners. **Customer support** tickets vary from simple to complex.

When a piece of equipment is down — and it's serviced by a GE Healthcare channel partner — the channel partner may reach out to GE Healthcare for help.

This process is fully managed within Pipefy — from opening tickets through forms to track the status of each support ticket in real-time dashboards.



Pipefy is a blank canvas you can paint in any way you want. We like having the flexibility to create the perfect process flow for our needs.”

**Ilyana Nazirah Rozaini** • Digitization Program Specialist

## GE Healthcare before Pipefy

- Support tickets arrived through a wide variety of communication channels
- Duplicated information and difficulty tracking support tickets
- Team spent hours searching for information and managing submissions that could have been spent resolving the issue
- Managers had little visibility into their team’s support tickets and statuses
- Needed to ensure all tickets received the same level of quality support

## GE Healthcare after Pipefy

- Support team has the flexibility to create process flows designed specifically for their unique needs
- Support tickets are automatically assigned to the correct agent, depending on the type of support
- On-site engineers can open requests through Pipefy’s mobile app, making it easier and faster to resolve issues
- When engineers are out of office, another agent is automatically assigned so no work gets left behind



Pipefy has empowered our managers. Now, they can see exactly how teams and individuals are performing. And they can track the status of each support ticket and identify problems early.”

**Ilyana Nazirah Rozaini** • Digitization Program Specialist

## Results

**33%**

Faster support resolution

**75+**

Automated steps shortening support SLAs

**High-quality support**

Clear, pre-defined rules ensure the same support quality for every customer

Ready to automate your customer support process?

Schedule a demo