

## GE Appliances Increases Revenue and Customer Satisfaction while Expanding Services Portfolio

### The Challenge

**GE Appliances needs to provide connected appliance owners access to exceptional support and service.**

GE Appliances (GEA) was looking to offer their Connected Appliance customers extended service hours and timely access to phone and online assistance. They needed a scalable, 24 x 7 x 365 support organization and infrastructure to provide the required levels of support. Establishing a support operation of this scale is costly, time-consuming, and complex. Achieving this goal within the specified time frame (within several months) would increase costs.

*“Time is precious for our owners, and they shouldn’t have to wait to get the support they need to get the most out of their connected appliances”*

*“Connected Support, powered by PlumChoice, provides them access to a real human with expertise in everything from minor connectivity issues to complex connections between multiple devices”*

*Shawn Stover, GM – Cross Products, Parts and Connected Home, GE Appliances*



### The Story

After evaluating their options in terms of feasibility, cost, complexity, implementation timeframe, internal expertise and long-term sustainability, GEA decided that a fully outsourced, white-label services program would be the best solution. This would enable GEA to deliver services to help drive the success of their Connected Support program, relying on PlumChoice’s best of breed technical services and expertise, while focusing on their core business – product and service sales.

The implementation took less than ten weeks during which the requirements and process flows were defined, back-end systems configured and staffing established. At launch, PlumChoice was prepared to support over 35,000 existing customers and manage 3,000 to 4,000 new seats every month.

## The Solution

### PlumChoice

- Deliver a portfolio of services to help drive the success of their Connected Appliance program, relying on PlumChoice best of breed technical services and expertise.
- Define requirements and process flows, back-end systems configured and staffing established.
- Support new and existing GEA customers and hundreds of new appliances every month.
- Achieved an average customer satisfaction rate (CSAT) consistently over 90%.



## Increased Revenue, Profitability, Customer Satisfaction and Long-Term Value

As a result of their partnership with PlumChoice, GEA is achieving an average customer satisfaction rate (CSAT) consistently over 90%. Long-term customer value has improved dramatically as customers add services due to their satisfaction with the products they purchased from GEA. Customers are using GEA's products and services to achieve their goals and are able to resolve issues quickly and efficiently.

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### Benefits Realized

- Consistent program growth at a manageable cost, adhering to GEA requirements.
- Expanded customer product/service portfolio to provide greater value to the customer.
- Competitive differentiation through breadth and flexibility of services.
- Increased customer satisfaction resulting in product stickiness and additional sales.

PlumChoice helps IoT service providers and manufacturers, cloud solution providers and distributors, and communications service providers, to sell support services that drive product adoption, resulting in greater market penetration. We work on behalf of major brands to help end users install, configure, integrate, troubleshoot and use brands' products and software. In turn, PlumChoice's partners experience greater customer satisfaction and lifetime value, lower overhead, increased profitability, and quicker time to market.

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