

Customer Story: GE Aviation

Industry

Aviation & Aerospace

Solutions

Sales Cloud, Service Cloud, Knowledge

Staff

30,000+ Employees

HQ Office

Cincinnati, Ohio

GE Aviation, an operating unit of GE (NYSE: GE), is a world-leading provider of jet and turboprop engines, components and integrated systems for commercial, military, business and general aviation aircraft.



Salesforce Challenges

- ⦿ System was not driving the process – process was manual.
- ⦿ Customer service reporting was not robust.
- ⦿ Customer service system didn't capture all required data.
- ⦿ Case processing was cumbersome and slow.
- ⦿ Logging region specific support tickets inefficient.
- ⦿ Sales had limited access to support tickets.
- ⦿ Integrations setup was complicated and time-consuming.

Access Global Group Solutions

- ⦿ Implemented Sales & Support process.
- ⦿ Support call center using Cisco (200 Users).
- ⦿ Solution repository for support tickets.
- ⦿ 360 degree view of clients between Sales & Service.
- ⦿ Data encryption for sensitive data.
- ⦿ Streamlined integration processes leveraging Informatica previously.

Salesforce Results

- ⦿ Sales process time down **30%**.
- ⦿ Support ticket processing timeline down **40%**.