



GE Healthcare



GE Healthcare, a subsidiary of General Electric, provides medical technologies and services that are helping their customers to deliver better care to more people around the world.

For GE Healthcare, listening to their customers was not a new concept, but being able to do so efficiently was something they needed to figure out. Teams across their business units wanted to use customer feedback data to create better products, however, they found it extremely time-consuming to analyze the large volumes of text data that they had. Departments such as

Marketing and Product Development struggled to read through the hundreds of thousands of customer comments. According to a study they conducted, they concluded that if one person were to attempt to simply read all of the survey data available for their product line, it could take them over 2 years! And with hundreds of product lines, it was obvious that they needed a more efficient process.

Both sides of the coin

The team turned to Clarabridge to help them more consistently, effectively, and efficiently analyze their customer data. They began by analyzing survey data, and then regularly added new and different sources of data each year, such as warranty and dispatch data, help desk cases, contact center calls, and sales team notes from their CRM tool. Their feedback comes directly from their customers, such as hospital administrators, nurses, and doctors, who also give feedback on behalf of their end customer, the patient. As a result, GE Healthcare is able to get feedback from both perspectives, gaining a deeper understanding of how their products and services are performing.

Strategies for sharing insights

GE is a huge company, with over 40,000 employees worldwide. As the Insights team at GE Healthcare built reports, tracked trends, and analyzed customer insights, they needed to make sure they were sharing their findings with all employees across their business. The team started adding recommendations along with the reports they sent across to executives; bringing solutions to their execs made it easier to put the insights into action. The team also found that they really needed to focus on publicizing their efforts internally. They constantly lead educational efforts, such as launching an internal website, holding summits, and hosting lunch and learns, to highlight what they are doing and the type of value-added analysis they can produce to help meet business goals.

Quantifiable metrics replace anecdotes

The Insights team has found that their efforts are paying off – big time. They have seen significant ROI in terms of grinding through the mass volumes of data they have. They can now do it faster and more efficiently, gaining quick visibility into the topics that matter most to their customers. This was difficult to do before Clarabridge automation.

Other teams at GE Healthcare are also using the customer insights generated to help improve the customer's experience. For example, members of the Marketing team are able to have more effective conversations with the Engineering teams. Previously, they talked in general terms of what customers liked or didn't like. Now, they can back up their conversations with quantifiable metrics, allowing all teams to make smarter, data-driven decisions.

For GE Healthcare, the ability to gain visibility into customer feedback is critical to providing better products and services to their customers.

Clarabridge helps hundreds of the world's leading brands understand and improve their customer experience. Using advanced text analytics, Clarabridge transforms survey, social, voice and all other forms of customer feedback into intelligence used to empower confident, decisive action across the business. The result: happier customers. For more information, visit www.clarabridge.com.