

GETAC CASE STUDY

How Getac Rugged Solutions Enable GE Appliances To Deliver Reliable Field Service at National Scale

OVERVIEW

Bodewell, the service network of GE Appliances, represents more than just repairs. Its field technicians are the front line of brand trust, tasked with maintaining and repairing appliances across a wide range of product lines, from luxury built-ins to everyday models. Each day, technicians complete 7-8 service calls, working from their vans as mobile offices.

Before deploying the Getac K120, the team faced significant operational challenges. Devices marketed as “rugged” failed frequently — from broken keyboards to faulty cellular cards — resulting in downtime, delayed repairs and even reduced customer trust. Appliance consumers expect transparency and first-time fixes; if a technician cannot access diagnostic history or demonstrate the issue on a working device, confidence decreases quickly.

“Our technicians are in and out of homes all day, often in tough environments. The Getac K120 keeps them connected, productive and ready to serve.”

By investing in Getac rugged technology, GE Appliances turned a challenge into a competitive advantage. The Getac K120 not only met uptime and connectivity needs but also ensured durability inside and out. Its rugged design, hot-swappable batteries, glove-friendly touchscreens, Bluetooth capability and military-grade certifications made it the dependable solution technicians could count on. Built to MIL-STD-810H and sealed with an IP66 rating, the K120 is purpose-built to withstand the environmental stress and physical demands of real-world field service work.

CHALLENGE

GE Appliances, through its Bodewell service network, needed to improve field technician efficiency, reliability and customer trust by replacing its unreliable laptops that experienced significant failure rates. As the only U.S. appliance company to have a nationwide team of more than 1,000 of its own service technicians, GE Appliances has been at the forefront of investing millions of dollars in technology and innovation to improve the consumer service experience. Technicians, who handle 7-8 service calls daily across multiple appliance brands, required devices rugged enough to withstand constant travel, environmental wear and heavy daily use — all while ensuring secure, fast access to diagnostic tools and service history without depending on home Wi-Fi connections. Device failures slowed repair times, risked repeat visits and undermined customer confidence during in-home service.

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When a technician connects their laptop to an appliance and shows GE Appliances' SmartHQ Pro diagnostics, it's like going to a car dealer and seeing the test results firsthand. That visibility makes customers far more confident in the repair.

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SOLUTION

GE Appliances deployed the Getac K120 fully rugged tablet across its U.S. field service operations. The K120's durability, reliable 4G/5G connectivity and compatibility with GE Appliances' universal vehicle docks made it the right fit. As a fully rugged device certified to MIL-STD-810H and engineered with an IP66 rating, the K120 provides verified protection against drops, dust and high-pressure water exposure — ensuring consistent reliability in demanding service environments. The rugged tablets enable technicians to efficiently diagnose appliances with GE Appliances' proprietary SmartHQ Pro software, access service records and file reports directly from their mobile “office” — the service van. Bluetooth connectivity also allows technicians to interface directly with appliances, access brand-specific guides and perform diagnostics in real time. The pilot program confirmed that the K120 delivered the reliability, uptime and performance technicians needed to maintain GE Appliances' commitment to hassle-free service.

BENEFITS

Since the rollout, GE Appliances has experienced a dramatic increase in uptime, with lost hours dropping to single digits. Technician productivity has improved, as they spend more time focused on repairs and helping consumers rather than troubleshooting unreliable devices. The K120 also supports faster and more accurate diagnostics, driving more first-time fixes and reducing the need for repeat visits. Bluetooth and real-time connectivity have also enhanced service consistency and reduced part waste, strengthening overall customer satisfaction.

Consumers benefit from greater transparency during service calls, as technicians can confidently show service data and appliance diagnostics in real time. The durability of the devices ensures they can withstand cracked screens, vibration, water and the daily wear and tear of constant travel, protecting both the investment and the customer experience. This standards-verified rugged design minimizes downtime in the field and helps maintain operational continuity for technicians and customers alike.

GE APPLIANCES

For GE Appliances, reliability is everything — both in the home and in the tools technicians use to serve customers. The Getac K120 rugged tablet has proven to be a critical enabler of the Bodewell service promise: delivering timely, transparent and hassle-free appliance care across a portfolio of brands.



GETAC K120 RUGGED TABLET



ABOUT GETAC

With over 30 years of experience, Getac is a recognized leader in global rugged device manufacturing. Since, 1989 Getac has been an Original Equipment Manufacturer (OEM) and consistently leads the industry in innovation, technology and design of rugged laptops and tablets. Getac's primary goal is to offer a solution that streamlines productivity and withstands the rigors of the end user environment.

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