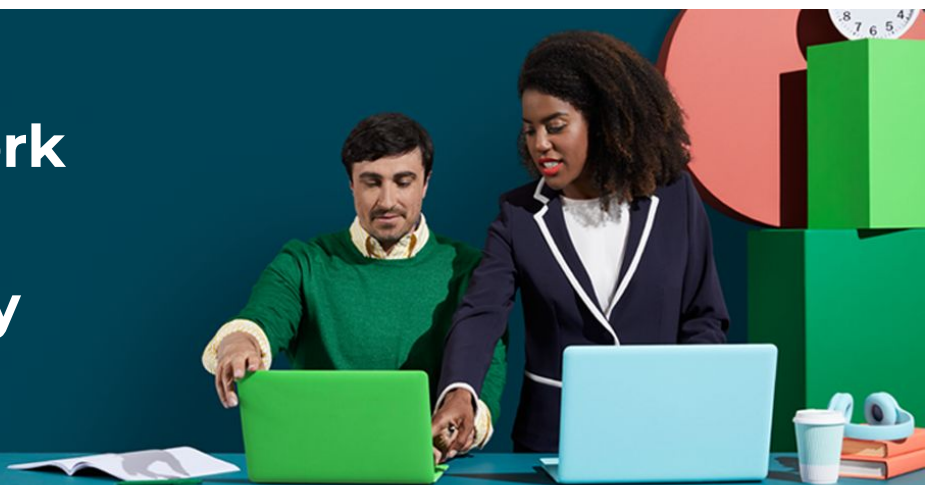


How GE Delivers Work 50% Faster With Agile Talent Strategy



INDUSTRY: Industrial

EMPLOYEES: 300K

CATEGORIES: Design & creative, Admin support

Building skills capabilities to serve many industries

General Electric creates products and services ranging from aircraft engines, power generation, and oil and gas production equipment, to medical imaging, financing, and industrial products. In order to serve its customers in over 180 countries across its business segments, GE required quick and reliable access to a wide variety of skills.

Accessing a global network of independent experts

GE started an on-demand initiative, called GE GENIUSLINK, in which qualified talent from its large network is matched to internal projects. Then GE GENIUSLINK tripled its external talent pool by partnering with Upwork to gain direct access to a global network of flexible experts.

Delivering quality work 50% faster

Having access to skilled experts helped GE maintain high-quality work and complete projects 50% faster. To date, GE completed over 100 projects across 7 categories, including video production, print and online advertisements, customer service support, data management, and project management.

Upwork empowers businesses with flexible access to quality talent, on demand. See how Upwork can help your business succeed. Contact us today.

+1 866.262.4478

upwork.com/enterprise

RESULTS

>1 Day

average time to engage

50% Faster

project turnaround time

100% Quality

avg. 4.95 out of 5.0
project success scores

“Upwork helps our teams get business done faster by providing direct access to a global network of freelance experts.”



Dyan Finkhousen
GENIUSLINK founder, GE