

## AUGMENTED REALITY

# The Optimal Tool for Supporting a Densely Populated Install Base

Field service organizations (FSOs) face several severe challenges in meeting their performance goals. These challenges include employee churn, end-user equipment moving toward self-service, and original customer manufacturers (OEM) outsourcing service to other major players. As a result, FSOs are under increasing pressure to accelerate their journey towards a complete digital transformation. In parallel, customers demand better and faster resolution when they report a problem.



## Trends impacting the quality, productivity, and effectiveness of field service and call center



### Silver Tsunami

Older workers who retire from the workforce early or when they are eligible to collect their retirement package.



### The Great Resignation

Younger employees who leave the workforce to work from home or relocate and work for a new company in another location.



### Self-Service

Companies are increasingly adopting customer self-service models to improve the customer experience and reduce the cost of service.



### Outsourcing

Because of employee churn, many businesses hire recently displaced workers to perform jobs once held by full-time employees.



### Contingent Labor

When companies locate, qualify, and hire gig workers for field service coverage in low-demand areas to smooth out peak demands or fill in when a new skill is required.

## Densely Populated Install Base

### CHARACTERISTICS

#### High Call Volume



#### Experienced Repair People



#### Shorter Time Travel Per Dispatch



### CHALLENGES

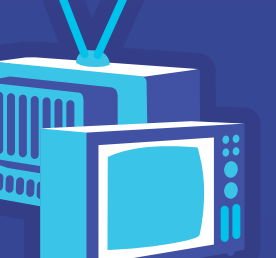
#### Upskilling Junior Workers



#### New Product Training



#### Legacy Product Support



## The Role of Augmented Reality

Augmented reality is the top choice for call centers helping field technicians. AR is superior to a telephone, and onsite coaching: it is flexible, economical, and easy to use. Using smart devices, such as smartphones or tablets, field technicians or customers can communicate with technical support staff at a central location who are also using smartphones, tablets, or desktop computers running an AR application.

<h4>Onsite Coaching</h4> <ul style="list-style-type: none"> <li>Context for Support</li> <li>2-way Info Transfer</li> <li>Interaction</li> </ul>	<h4>Telephone</h4> <ul style="list-style-type: none"> <li>Investment</li> <li>Ease of Use</li> <li>Time to Start of Assist</li> <li>Value During Pandemic</li> </ul>	<h4>Augmented Reality</h4> <ul style="list-style-type: none"> <li>Value During the Pandemic</li> <li>Video Streaming</li> <li>Scalability</li> <li>Context for Support</li> <li>Ease of Escalation</li> <li>Ease of Use</li> </ul>
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## The Business Case for AR

**KEY EMPLOYEES ARE CHANGING JOBS AND COMPANIES BECAUSE OF BURNOUT**

Aspects of service jobs that can lead to burnout, even in the best of times, include:

- Solving the same problems at the same customer site over and over
- Going to unsafe facilities
- Trying hard to satisfy their customers without getting new tools
- Excessive traveling

AR users experience

# 35%

improvement in first-time fixes

Studies show AR creates a

# 30%

improvement in customer satisfaction

## AR Use Cases

**USE CASE #1**

### TRAINING A NEW FIELD SERVICE ENGINEER

The traditional way is to provide classroom training, and after new employees display a predetermined level of competence, they visit customers with an experienced technician. As a result, two people make the trip to a customer.

With AR, the new employee can be dispatched to a job, and a remote tech support expert can coach the onsite person and resolve the issue.

**USE CASE #2**

### SUPPORTING PRODUCT VARIABILITY

- A company picks up another OEM's products to service
- An OEM servicing more than its company's products
- M&A activity where service organizations are combined postmerger

**AR IS THE MOST COST-EFFECTIVE SOLUTION FOR COMPANIES TO CROSS-TRAIN SERVICE TEAMS AND LEARN THE NEW PRODUCTS**

## Recommended KPI's for AR

<p><b>START UP KPI's*</b></p> <ul style="list-style-type: none"> <li><b>AR Adoption Rate</b> the percentage of call that used AR</li> <li><b>AR Satisfaction Rate</b> for customer, support technician, field technician</li> <li><b>AR Effectiveness Rate</b> the percentage of closed tickets that did not require a truck roll</li> </ul>	<p><b>ONGOING KPI's**</b></p> <ul style="list-style-type: none"> <li><b>Value of AR</b> the period cost savings minus the period cost of AR</li> <li><b>First-time Fix Rate</b> users report an improvement of up to 50%</li> <li><b>Overall Service CSAT</b> expect up to 50% CSAT improvement over time</li> <li><b>AR Effectiveness Rate</b> the percentage of closed tickets that did not require a truck roll</li> <li><b>Reduction in Training Costs</b> up to 40% savings per year for same number of students</li> </ul>
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\* when AR platform first implemented      \*\*when AR is used on an ongoing basis

## CareAR a Unique Solution

<p><b>100K+ Users</b> More than 100,000 worldwide enterprise users</p>	<p><b>Multiple Device Support</b> Multiple device support including desktop (Mac/Windows), mobile (iOS, Android), drones, and smart glasses</p>	<p><b>Easy to Install</b> Easy to install, learn, and go-live with</p>
<p><b>Anchored AR Annotations</b> Patented technology anchors AR annotations on real world objects and keeps them in place when the phone and tablet move</p>	<p><b>Auto-save AR Sessions</b> Automatically save images and recordings from live sessions into workflow ticket or knowledge base</p>	<p><b>ServiceNow Integration</b> Seamless integration for ServiceNow cases and ServiceNow performance analytics</p>

CareAR is a Xerox company with the resources and history of a global imaging product leader. Because Xerox has a long history of producing equipment that creates high-quality images, the video fidelity on smartphones, tablets, and desktops means users will not get tired if they use it for hours. It works well across low-latency and challenged "field-based" networks.