

ARTILLERY DATA BRIEFS

STREAM REDUCES HOME SERVICE VISITS 42%

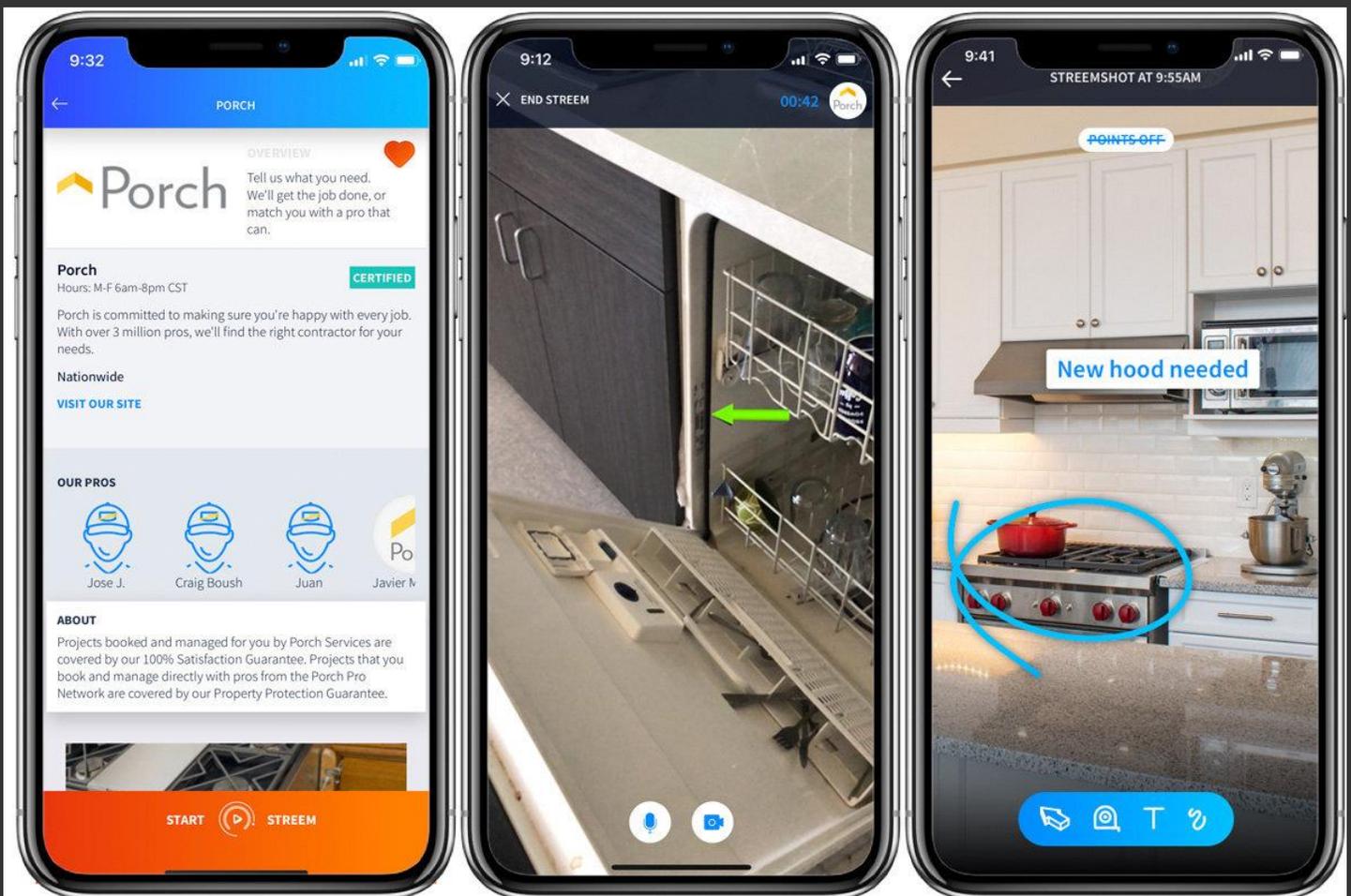
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AR's proposed use cases are often divided between enterprise (B2B), and consumer (B2C). But there's a third category we're monitoring that's somewhere between the two: B2B2C. In other words, AR is being applied to help consumer-facing businesses better serve their customers.

This is where Stroom lives. It brings the industrial AR concept of remote assistance (a.k.a. "see what I see") to the much larger market of customer support. Picture a cable rep visually walking you through a router setup versus disjointed (and sometimes painful) voice-only instructions.

But an even better area to reduce pain and cost is home services like plumbing. Homeowners can be the eyes and ears of a remote pro, via upheld smartphone. The latter can then diagnose issues and instruct the homeowner with voice and positionally accurate on-screen annotations.



The real value plays out through reducing costly technician visits, according to Stroom CEO Ryan Fink, who tells Venture Beat that it's done this to the tune of 42 percent. Otherwise known as a "truckroll," this includes preliminary home visits to scope and price a given job.

Home services is an area we know well from years of analyst coverage in mobile local commerce. The vision was always for smartphone apps to enable picture sharing for that same remote transparency. But it was never executed well nor incrementally valuable enough.

Stroom is the 2.0 version of that principle that could actually land. As we've examined, any new technology has to be considerably greater than the one it's proposed to replace in order to outweigh adoption friction and activation energy. And local businesses are famously resistant.



Stroom appears to have the ingredients to win them over. Then comes the classic local challenge of selling into a fragmented market (millions of small buyers). That often requires local "feet on the street" sales channels and a revenue share, but that's a post for another day.

We could also envision this coming to market through partnerships with home appliance manufacturers. That would involve single points of entry to many homeowners and strong ROI for customer service departments that have to support DIY installations or diagnose issues.

Meanwhile, the pieces are in place and we're rooting for Stroom for selfish reasons. From the perspective of de-facto IT managers for remote family, helping set up that wifi router visually will be a lot less painful with clever AR interactions like this. And it's a big addressable market.

For more, check out the below episode of the Above the Cloud podcast where we further examine how AR will impact local commerce, including the home services angle.



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 SOUNDCLLOUD

Episode 23: "What makes AR fly or die?" featuring Mike Boland, ARtillery Intellig...

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ARtillery Intelligence chronicles the evolution of spatial computing. Through writings and multimedia, it provides deep and analytical views into the industry's biggest players, opportunities and strategies.

Run by analysts and former journalists, coverage is grounded in a disciplined and journalistic approach. It also maintains a business angle: Though there are lots of fun and games in spatial computing such as AR & VR, cultural, technological and financial implications are the primary focus.

Products include the *AR Insider* publication and the *ARtillery PRO* research subscription, which together engender a circular flow of knowledge. Research includes monthly narrative reports, market-sizing forecasts, consumer survey data and multi-media, all housed in a robust intelligence vault.

Learn more [here](#).



About the Author

Mike Boland was one of Silicon Valley's first tech reporters of the Internet age, as a staff reporter for *Forbes* (print) starting in 2000. He has been an industry analyst covering mobile and social media since 2005, and is now Chief Analyst of *ARtillery Intelligence* and Editor-in-Chief of *AR Insider*.

Mike is a frequent speaker at industry conferences such as AWE, VRLA and LeadsCon. He has authored more than 120 reports and market-sizing forecasts on the tech & media landscape. He contributes regularly to news sources such as *TechCrunch*, *Business Insider* and the *Huffington Post*.

A trusted source for tech journalists, his comments have appeared in A-list publications, including *The New Yorker*, *The Wall Street Journal* and *The New York Times*.

Further background, history and credentials can be read [here](#).



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