SIX WAYS TO LEVERAGE AUGMENTED REALITY AND REMOTE SUPPORT TOOLS TO ENHANCE THE CONSUMER EXPERIENCE, IMPROVE WORKFORCE EFFICIENCIES, AND DRIVE REVENUE

ServicePower

The idea of <u>augmented reality</u> (AR) has been around for decades, with one of the first AR headsets being developed in 1968 by computer scientist <u>Ivan Sutherland</u>. Today, <u>research shows</u> the global market for AR could reach nearly $98 billion by 2028 as compared to $4.2 billion in 2020. The projected compound annual growth rate is an astounding 48.6%.

AR is finding innovative new applications in a myriad of industries, one of the fastest growing of which is field service. It makes perfect sense; as the Internet of Things (IoT) becomes even more prolific, field service technicians will find the devices they work on increasingly high-tech. According to former Gartner Research Vice President <u>Brian Blau</u>, AR can act as a second level of support by providing visual overlays of diagrams and instructions while also enabling "see-what-I-see" remote collaboration with expert technicians. AR and remote support tools can also improve customer satisfaction by enabling better insight with spatial AI to customize personal experiences.

Benefits of Using AR in the Field Service Industry

Improves customer satisfaction and first-time fix rates using virtual calls

Reduces turnaround time and call center volume

Enables assistance for increasingly high-tech connected devices

Supports same-day quotes at reduced costs

Lowers travel costs and reduces energy consumption with fewer onsite visits

Mitigates the shortage of technicians as the workforce ages and exits the industry

Expands reach and accommodates fluctuation in demand

Increases technician capacity and bookings

Following are six opportunities to leverage AR and remote support tools in your field service organization.

1 CUSTOMER EXPERIENCE

Consumers want greater control over their service experiences. AR and remote support options increase convenience by reducing resolution times and by improving first-time fix rates. These tools also support faster, more cost-effective claims management and turn-around-times by ensuring high-risk details are accurately captured.

A consumer portal is an essential remote support tool that enhances the customer experience. Portals are convenient, allowing customers to engage with field service technicians from any location on any digital device at any time. Customers can also use the portal to check status on requests, review warranty information, receive real-time status updates, and make payments.

THE ABERDEEN GROUP REPORTS THAT
"Best in Class field service organizations are 72% more likely than their peers to utilize visual collaboration tools (e.g., AR/VR)."

FIELD SERVICE NEWS SUGGESTS THAT THE USE OF AR AND RELATED TECHNOLOGIES
"Will become the standard by which customers evaluate and measure field service performance."

Organizations using AR and remote support tools can experience a 20% to 30% improvement in core customer KPIs like Customer Satisfaction and First Call Resolution.

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REMOTE TRIAGE AND TROUBLESHOOTING

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Traditionally, field service technicians have had to rely on the customer to provide the necessary information about the issue at hand. With AR-powered and remote support tools, field service technicians can capture important details through real-time video chat with the customer, which better prepares the technician for a service visit or can eliminate the need for a visit altogether.

AR-enabled remote triage technology allows technicians to see what the customer is seeing, and AI capabilities enable technicians to better understand the space where the products are located. Virtual pointers and markers help technicians better communicate with customers, while electronic notes, descriptions, and highlights provide a more comprehensive view of the job up front.

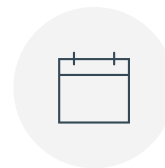## AUGMENTED REALITY AND VIRTUAL SUPPORT

Reduce in-home visits by	Increase warranty resolution by	Reduce warranty expense by	Increase bookings by	Quoting and conversion rates increase
42%	49%	60%	34%	100%

Augmented Reality with real-time video chat improves service, enhances technician productivity, and delivers exceptional customer interactions – all without the need for travel.

FIELD TECHNICIAN SUPPORT ENABLEMENT

3

Remote support tools give technicians the ability to view the customer's environment in real time, giving them the information they would normally need to gather on site. This means technicians arrive better prepared and with the right parts for the job, which enables faster resolution and better first-time fix rates. Virtual tools also allow for more accurate job recording, more efficient workforce management, and faster claims processing.

- ✓ **Enables technicians to arrive better prepared**

- ✓ **Eliminates onsite troubleshooting**

- ✓ **Shortens resolution times and improves first-time fix rates**

- ✓ **Reduces unnecessary truck rolls**

- ✓ **Enables more customer visits each day**

60%

According to Gartner, 60% of all customer service engagements will be delivered via digital or web self-service channels by 2023.

4 VIRTUAL COLLABORATION AND SELF-GUIDED RESOLUTION

Analysts predict a significant shortage of workers as demand grows, older technicians retire, and fewer workers enter the market. AR and remote support tools can help mitigate this risk by enabling less experienced technicians to remotely collaborate with off-site experts. Once a technician arrives, an AR-enabled mobile device allows a remote expert to see exactly what the onsite technician is seeing, which allows collaboration and guidance throughout the entire process.

Even without assistance from an offsite expert, less experienced onsite technicians can use AR technology to see computer-generated product information, including service manuals, diagrams, temperature and pressure readings, part numbers, and descriptions. This gives the technician the information needed to make more informed decisions.

✓ **Decreases task complexity and errors**

✓ **Improves first-time fix rates**

✓ **Facilitates faster problem resolution**

✓ **Improves technician satisfaction**

✓ **Reduces liability**

Many smart home devices have IoT-connected sensors that report their own make and model numbers and automatically bring up service information in the technician's AR-enabled device. This significantly reduces time spent troubleshooting and searching for information.

REMOTE WORKFORCE MANAGEMENT

Having access to virtual tools such as such as laser pointers, electronic markers, optical character recognition (OCR), location tracking, and automatic call logging helps improve efficiency of field service technicians. And AR-training ensures technicians have real-time access to the information they need when and where they need it. These tools also enable comprehensive training at anytime from anywhere, allowing organizations to build and maintain an optimally performing field service team quicker, cheaper, and with less effort.

TRAINING TIME

PROFICIENCY

Lockheed Martin has reduced engineer training time by 60% and increased proficiency by 50% to 70% using AR tools. "Engineers trained using the tool can carry out maintenance and repair time significantly faster than would have been previously possible."

AR enables organizations to dispatch less experienced field service technicians for jobs that would normally require a more experienced technician. This helps increase reach and improve workforce utilization.

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6 WARRANTY MANAGEMENT

Many field service organizations use warranties as a way to generate additional profits. Remote support tools can help by enabling field service technicians to access, review, and offer warranties either remotely during a video-chat or onsite. Organizations can use self-service portals to provide customers the ability to access, request, or review warranties online.

THE VALUE OF WARRANTIES[1]

93% of warranty professionals say warranty chain management is "very important" or "extremely important" to overall financial performance of the business.

58% of warranty professionals say driving post-sales customer satisfaction is the main driver for higher levels of warranty performance.

77% of warranty professionals believe improving customer retention and demand are the top drivers for higher levels of warranty performance.

Remote support tools can reduce leakage, increase customer confidence, and drive referrals.

1. https://www.warrantyweek.com/archive/ww20180503.html

REVENUE, PROFITABILITY, GROWTH, AND SUSTAINABILITY

With AR and remote support tools, field service technicians can finish jobs faster, complete more jobs in a day, improve first-time fix rates, reduce the need for multiple visits, and enhance customer satisfaction—all of which makes field service teams more profitable. This supports additional investments in technology and long-term growth.

- ✓ **Lowers travel expenses and associated costs of insurance, gas, tools, and supplies**

- ✓ **Improves rate quotes with more accurate and detailed information up front**

- ✓ **Improves claim loss predictability**

- ✓ **Reduces greenhouse gas emissions and carbon footprint**

$1B *A 10% increase in customer satisfaction ratings can generate more than $1 billion in revenue impact.*

PARTNERING FOR SUCCESS

ServicePower now leverages AR-powered remote service and support platforms to give field service technicians the ability to interact with customers virtually and troubleshoot repairs remotely. These tools bring a more human touch to the entire service experience.

85%
reduction in sales cycles through interactive video for remote business estimates

20-30%
improvement in core customer KPIs like CSAT and FCR with enhanced customer interaction through video, photos, notes, and OCR

50%
reduction in warranty budget spend with agile service model

80%
increase in close rates through the use of interactive video calls that provides real-time customer service

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ABOUT SERVICEPOWER

ServicePower is a leading field service management software company focused on providing an exceptional customer experience, while delivering significant operational efficiencies. Trusted by field service organizations around the world such as GE Appliances, LG, AIG, Allstate, and Siemens, ServicePower offers the only SaaS platform that helps companies efficiently manage both employed and contracted workforces. ServicePower also offers a fully managed network of contracted service providers to enable on-demand field service delivery in urban and hard-to-reach locations across North America and Europe.

ServicePower Delivers Results

$1.7M	**26%**	**44%**	**25%**
savings from operational efficiencies	improvement in field technician productivity	increased ability to improve operational efficiencies by eliminating silos	reduction in total cost of operations

According to Gartner Magic Quadrant 2020, customers scored ServicePower's "time to achieve an ROI highest in the Magic Quadrant"

If you would like to learn how to achieve greater ownership of the customer service experience, contact ServicePower today.

Let's Chat

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