How Service Experience Management Transforms Customer and Employee Experience

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The Service Talent Shortage

How services are delivered is fundamentally changing due to a burgeoning talent shortage. The ManpowerGroup Employment Outlook Survey Q3 2021 cites a 15-year high as (69 percent) of companies have reported talent shortages and difficulty hiring.

The talent gap is being felt even more acutely within field services. A growing percentage of experienced field technicians are retiring. Research from Field Service News reports that 73 percent of organizations have identified an aging workforce as a potential risk to their field service operations. Millennials and Gen Z workers are not stepping up in sufficient numbers to replace those leaving.

As experienced talent leaves, it starts to negatively impact service experiences. Inefficiencies insidiously appear due in part to knowledge gaps. Sending a technician into the field is expensive, but in many cases simply cannot be avoided. However, there are certainly a significant volume of visits that could be avoided with better remote diagnostics and collaboration. OSS News reports that for Digital Service Providers (DSPs) on average, 40 percent of the network tickets call for a truck roll. 25 percent of these truck rolls are found to be non-productive.

Even if the technician is onsite for the right reason, he or she may not have the skills or experience to efficiently resolve the issue. For example, Service Council research notes that 8 out of 10 technicians call a coworker when the get stuck. “Phone a friend” works to unnecessarily double a field visit cost for each issue and constrain technician utilization.

With the cost of a visit ranging from $400 to $1,500 or more depending upon industry, the numbers quickly add up!

New Service Challenges

Contact center agents and field technicians want to resolve issues and feel accomplished in their roles, but their jobs are tough and becoming ever more challenging.

Gartner notes that 70 percent of customers are using self-service channels at some point in their resolution journey. Unfortunately, only 9 percent can fully resolve their issues via self-service. When they fail, they call. A frequently frustrated and sometimes angry caller makes it difficult for the contact center agent.

And it's not easy for the field tech, either, if a call requires a visit as a next step. Bain research shows nearly 50 percent of technicians on average find their tools and technology difficult to use.

Adding to these service issues are increasing customer expectations. A Field Service News Research Benchmarking Report revealed that nearly two thirds (62 percent) of the field service companies within their response set admitted that meeting customer expectations has become more challenging since the pandemic. That's especially significant as Field Service News also reports that 51 percent of field service companies see an equal weighting in importance between operational KPIs and CSAT KPIs.

How Can Service Experience Management (SXM) Help?

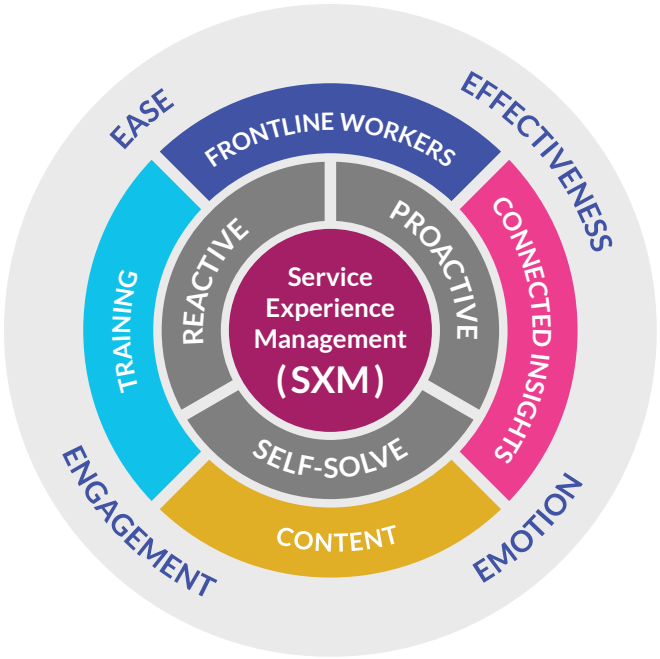
Customer experience (CX) and the Employee experience (EX) of contact center and field employees are no longer siloed activities. CX and EX are merging around a shared digital experience. **The paradigm behind SXM is that the key to customer success is realized by empowering the service employee.**

Putting the customer and service employee in the center of the digital experience means enabling service teams with new digital resources that shift service from a reactive, break/fix service silo toward a model that includes proactive, predictive, and self-solve effectiveness. SXM also considers the customer perspective for what's accomplished within an interaction, as well as what is remembered with emotional impact.

SXM takes advantage of augmented reality (AR) technology for real-time personalized engagement that is visual, contextual, and touches upon emotional drivers of success and loyalty for service employees and customers. See-What-I-See visual awareness for contact center agents and remote field service experts inspires empathy for every interaction coupled with ownership to resolve an issue or avoid a problem with predictive intelligence. **Personalized understanding** and direction are appreciated by customers who engage in highly immersive augmented reality collaboration that is remembered and frequently shared beyond the service engagement.

These key SXM attributes are cornerstones for brand differentiation and success within and beyond the contact center and field service organizations. In the Salesforce 4th edition of the *State of the Connected Customer (pg. 14)* it is noted that companies across the board are falling short of customer expectations. 68 percent of customers expect brands to demonstrate empathy. Only 37 percent say they experience empathy. SXM uniquely bridges this gap with new AR technology that inherently encourages empathy and ownership with visual awareness and graphical direction.

How Can Service Experience Management (SXM) Help?



Customer experience benefits are realized in new ways, as well. Customers imperfectly remember brand interactions. The peak end rule referenced by customer experience professionals defines an inherent cognitive bias for recalling the most intense positive or negative moments (the “peaks”) and the final moments of an experience (the “end”). Augmented reality support interactions work to create positive peak moments with contextual personalization and empathetic engagement fueled by real-time visual awareness.

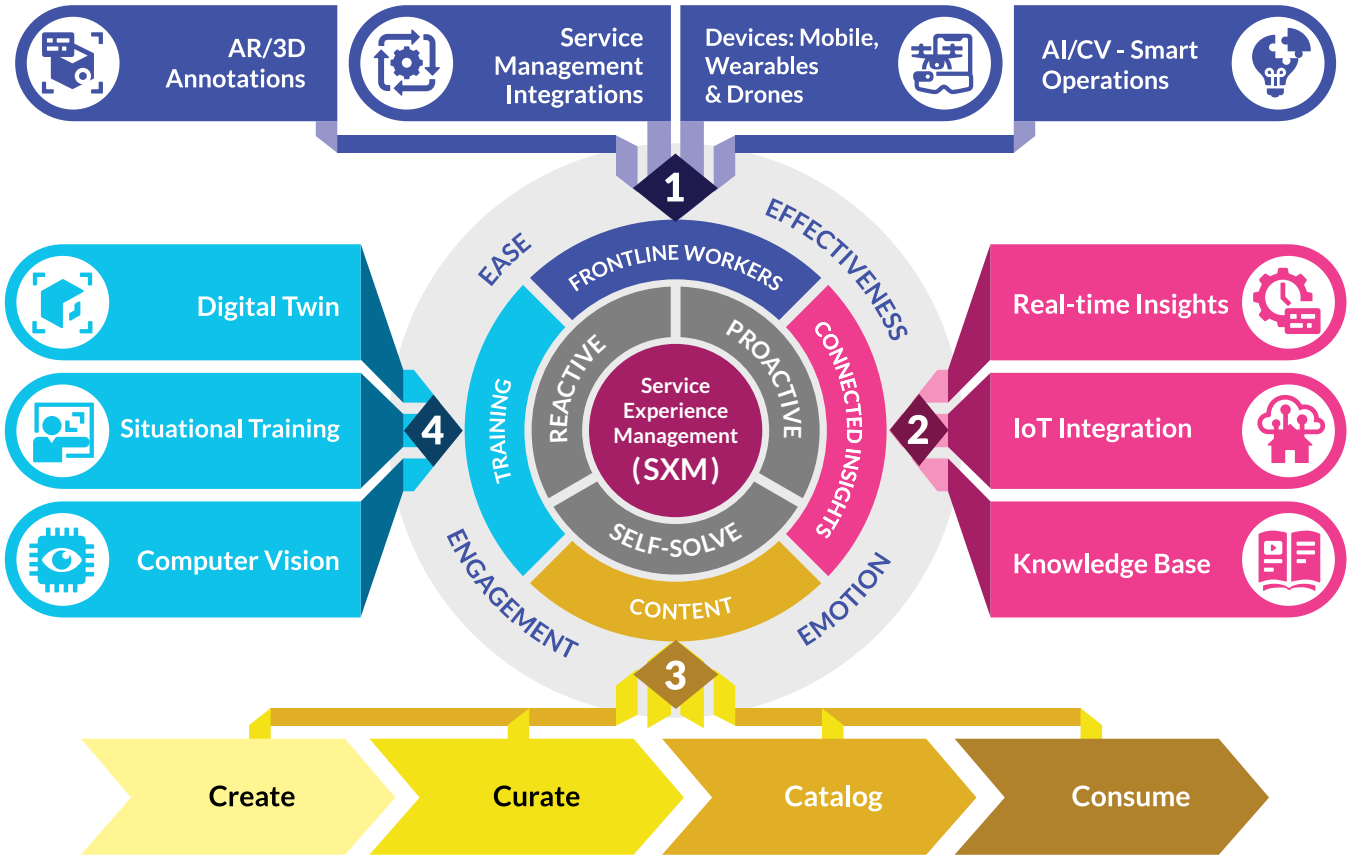
Integration with Service Lifecycle Management (SLM) platforms enable SXM benefits to be realized at scale. The role of these platforms is to make sure the right people are assigned to the right jobs with the right skills and the right parts for resolution. SXM works with SLM platforms as a layer above that enables service professionals with enhanced resources to accomplish tasks.

Service Experience Management Components

SXM encompasses a fundamental spectrum or service experiences spanning reactive, proactive, and self-solve opportunities. Four key pillars include:

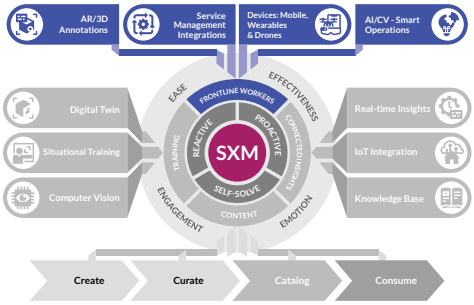
1. Empowering frontline employees with expert guidance
2. Connecting insights to enable proactive guidance
3. Making the most impactful content available at the right moment for self-solve success
4. Resolving the skills gap with training before and issue occurs

Key Service Experience components are identified below:



SXM COMPONENTS

1 Empowering Frontline Workers with Service Experience Engagement Tools



Augmented reality makes transformational process change happen with new technology for alternative ways to accomplish an existing task or innovate for new and improved results. Some of the tools and integrations that make CareAR augmented reality an agent for remarkable frontline service experiences include:

AR/3D Annotations

Graphics overlayed on computer vision captured video become linked to where they were originally placed, even if the local user moves their device. More capable augmented reality solutions can anchor annotations in real-time without having to freeze an augmented reality session for significant user experience benefits. Additional annotation precision can also be achieved with CaerAR's ability to pause, mark up a paused image, un-pause, and annotations stay anchored within the augmented reality field of view. These service experience advantages are especially appreciated with complex issues and when working in tight spaces.

Service Management Integrations

Augmented reality for remote assistance and self-solve becomes even more powerful when integrated within standard workflows and existing systems. Field service management platforms, such as ServiceNow, offer a framework for work order assignment and resolution. For example, a field service workorder can be created with augmented reality snapshots or video to help resolve an issue more quickly in the field.

Devices

Easy-to-use standard smartphones supporting augmented reality are the gateway that helps take service experience management beyond standard customer service processes. Hands-free wearables and AR-powered drones present new ways to remotely assist and self-solve with an increasing range of devices.

AI and Computer Vision

Easy and effective augmented reality engagement relies upon confidence that the augmented reality experience combines the real-world and graphical direction with precision. Capable augmented reality solutions accomplish this with machine learning and computer vision to accurately map targets and present an AR field of view that is engaging beyond standard customer service processes.

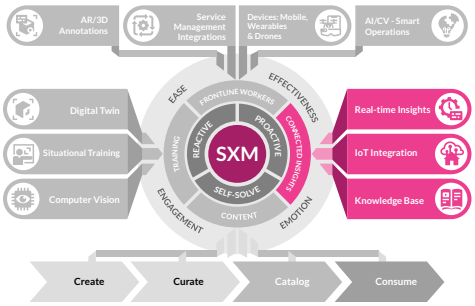
2

SXM COMPONENTS

Connected Insights for Proactive Service

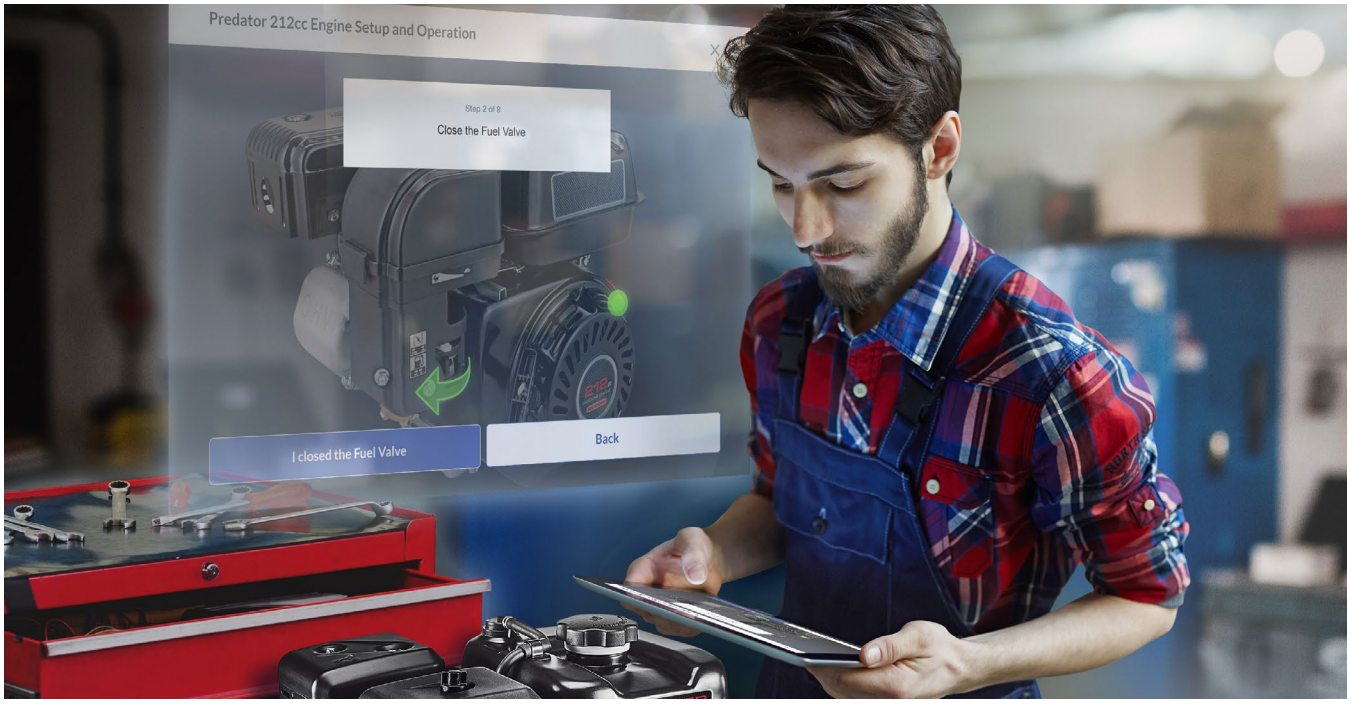
Connected Insights

Provides contextual intelligence from various sources. Relevant details, such as when was the product serviced, outstanding tickets, and other information become remarkably valuable as predictors that power proactive service.



Interconnected Devices and Systems

That make use of real-time intelligence for effectiveness and efficiency define he internet of things (IoT). The ability to incorporate IoT data for service value is quickly becoming a necessity due to its growing pervasiveness. IDC predicts that by 2025 there will be 55.7 billion connected devices worldwide, 75 percent of which will be connected to an IoT platform. Being able to contextually apply that data at the right time within an augmented reality interaction helps make proactive service a data driven effort by empowering users with predictive insight.



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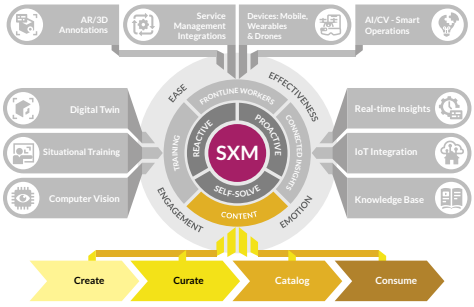
SXM COMPONENTS

Enriching Remote Assist and Self-Solve with Content



Every interaction that happens between a remote expert and field technician, or a contact center agent and a customer, generates content. AR adds rich 3D content. PDF product manuals and other documents are the more traditional forms of 2D content frequently accessed within service interactions.

The ability to synthesize, stage, and render this growing volume of valuable content at the right time within service engagements is a key driver of superior service experiences. Augmented reality moves service engagements from scripted Q&As to dynamic interactions personalized for every interaction. The ability to reference the right content at the right time within an augmented reality interaction helps make remote assistance more capable of understanding the unexpected, as well as applying content that works to resolve an issue more quickly.

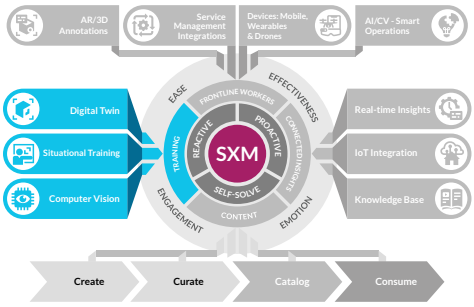
Self-solve augmented reality solutions are greatly enhanced when supporting content can be quickly referenced and presented exactly when needed. The ability to quickly find and use any combination of 3D and 2D content along with augmented reality self-guidance enables users to learn and comprehend based on their own preferences for a personalized service experience.

4

SXM COMPONENTS

Training for Prepared Service Management

How do you upskill talent for increasingly complex tasks, as well as to overcome challenges that surface due to inexperience or process changes, before an incident happens? **Augmented reality holographic guidance, whether overlayed on real-world devices within a digital field of view or presented as a digital twin, creates a uniquely immersive learning experience.** Step-by-step training using augmented reality encourages more enthusiastic engagement and focus for comprehension. Graphical guidance presented in context with the actual device boosts accuracy and confidence with self-learning efficiency.



Integration with Learning Management Systems (LMS) adds augmented reality self-guidance to the standard education workflow. The ability to overlay or twin an actual device with AR graphical guidance reduces future errors with preparation that is contextually visual.

The 4 Es that Shape the Service Experience

Ease, Effectiveness, Engagement, and Emotion are the levers that elevate the experience for customers, field technicians, and remote experts that use augmented reality for service. The benefits span reactive response and predictive intelligence for action and immersive self-solve results.

Ease
Effectiveness
Engagement
Emotion

Ease

Augmented reality is a new technology that's available with everyday smartphones and increasingly hands-free wearables use. Customer and field tech engagement is intuitive. Contextual presentation of devices or systems being worked on within a digital field of view is real-time and personalized for remote assist and self-solve use cases. See-What-I-See video capture also makes it easy for a remote expert to diagnose an issue more quickly.

Effectiveness

Augmented reality contextual awareness overlayed with graphical direction replaces tedious Q&As with direct, personalized visual guidance. Graphical direction increases comprehension, minimizes jargon misunderstanding, and reduces errors for more effective remote assist and self-solve results.

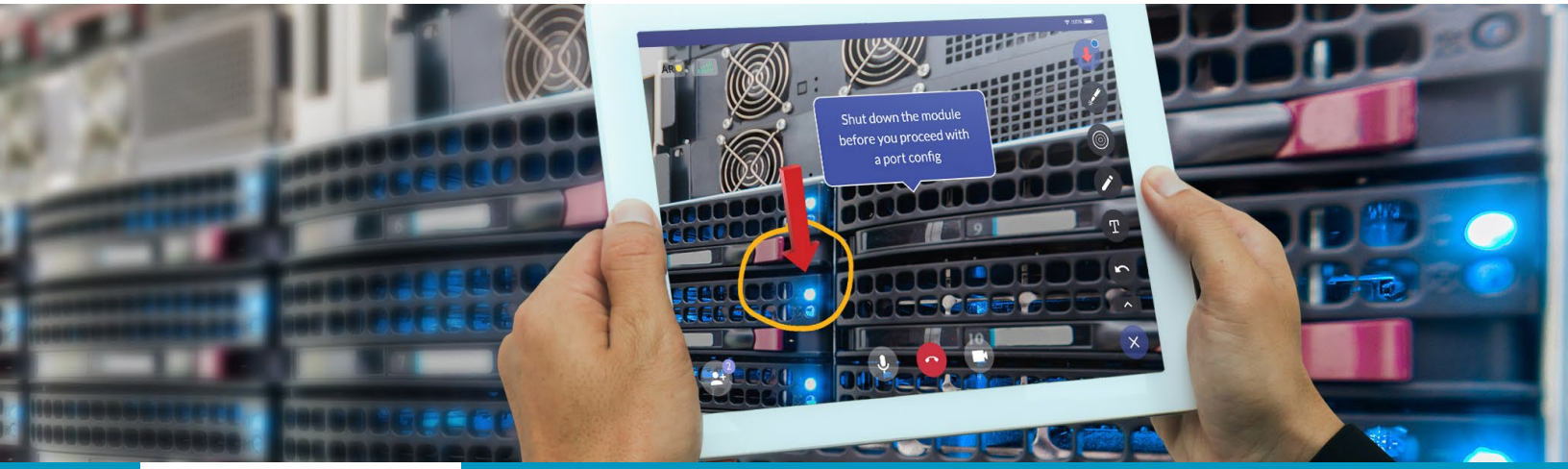
Engagement

AR engages with graphical guidance that is completely tailored for each user's situation, as well as their ability to comprehend. "That thing" suddenly becomes remarkably descriptive when a remote expert circle an area of a customer's device within their field of view. For remote experts it's about a new way to "be in it together" with each customer, capturing see-what-see detail that reveals the unexpected and enables graphical guidance that is fundamentally more immersive than voice only communication. AR also enhances self-solve and self-learning engagement with holographic imagery that inspires focus.

Emotion

Positive emotional engagement and brand perception is acknowledged as one of the most important drivers of customer loyalty, as well as employee satisfaction. Inspiring emotional engagement is extremely challenging for all service organizations. Augmented reality uniquely encourages emotionally infused interactions with empathy and ownership within remote assist use cases. Customers and field techs appreciate the awareness and personalized AR guidance delivered by remote experts. The same holds true for those experts who have previously been handcuffed by voice only diagnostics and guidance. Augmented reality enables service employees to collaboratively engage at a new level with emotional satisfaction encouraged by customer enthusiasm and acknowledgement.

Service Experience Management augmented reality's combination of benefits ignites process changes around proactive/reactive support and self-solve solutions, leading to results not easily achieved by other means.



REACTIVE EXAMPLES

Expertise Everywhere

Real-time contextual awareness with augmented reality direction means an organization can ensure their best experts spend less time traveling and more time resolving issues. An expert team approach for more complex problems also suddenly becomes a reality. Specialists can be added to an augmented reality session with instant awareness of the current situation.

Shift the Script

Probing Q&A for service and support is assumed to be required. Many organizations script support interactions to influence outcomes. Service Experience Management solutions reduce the need to rely on a script as a crutch for voice descriptions. Augmented reality makes it easier to convey and understand by embracing ambiguity. "Move that thing" suddenly becomes massively descriptive due to augmented reality graphical richness.

Pre-Diagnostic

In some cases, a truck roll cannot be avoided. Augmented reality will more accurately pinpoint the issue in question with video awareness enhanced by graphical remote guidance. As a result, the right parts are more likely sent with the technician who can more quickly get to work due to an accurate remote pre-diagnosis.

Process Change

Moves from a serial one-on-one engagement to dynamic problem solving enhanced by expert engagement not limited by travel barriers.

Process Change

Moves from script conformance and monitoring to graphical focus and direction that reduces tedious questioning and confusion.

Process Change

Adds pre-diagnostic augmented reality video capture and share to inform parts distribution and technician dispatch.

PROACTIVE EXAMPLES

Performance Pulse

Real-time data from IoT devices can provide experts with predictive insights to influence augmented reality guidance. Information flowing in can be a trigger for proactive direction that heads off a developing situation or reveals usage insight that suggest preventative action.

History Focus

Prior service incidents, part replacements, and other details maintained within data repositories can be applied within an AR field of view for predictive intelligence. These potential indicators of future issues can be used to more confidently zero-in on proactive guidance to avoid downtime or optimize performance.

Knowledge Informed

Increasing complexity makes it difficult to offer predictive insights or proactive assistance. Knowledgebase information added within an AR field of view at the right time can offer additional insight, enabling proactive suggestion for action with data-infused confidence.

SELF-SOLVE EXAMPLES

Avoid Calls

Customers are increasingly attempting to resolve their own issues. Augmented reality step-by-step guidance enhances self-solve success rates by personalizing each engagement with contextual detail specifically tuned for their situation. Visual 3D guidance more effectively drives self-solve success and helps reduce calls for support.

Upskill Experience

For many field service organizations it is an ongoing challenge to ensure technician competency for cost considerations and customer experience. As noted by Aquant the bottom quarter of the workforce costs organizations 84 percent more than the top quarter. Additionally, the top 20 percent has a significantly better first-time fix rate than the bottom 20 percent of the workforce. (the 2022 Service Intelligence Benchmark Report, pg.5). Augmented reality self-solve enables technicians to visually learn and refresh their skills on their own and when they need it. Adding 2D content options within a 3D augmented reality experience enables each user to tailor content for their learning style.

Agile Learning

Change tends to have a ripple effect throughout an organization. Upgrades and updates intend to deliver benefits. However, in many cases a corresponding shift in a process or replacement component may not be communicated to service professionals, or there may be a delay in distributing that information. Augmented reality self-solve solutions make it easier to keep an organization in lock step with change via contextual visual leaning. An augmented reality step-by -step instructional experience immersively engages users with graphical guidance that minimizes cognitive load and works to reduce errors for each user.

The Business Benefits of Service Experience Management

Bottom-line results are derived from operational, customer experience, and service employee benefits. Typical SXM ROI indicators fueled by augmented reality include cost savings by increasing remote solve rates and reducing technician dispatches. **However, the ability to move CX and EX influencers is what makes a Service Experience Management solution especially notable.**

For example, customer advocates inspired by a differentiated customer service experience help attract new business for an organization. Sustainability is another factor to take advantage of. The benefits of effective remote assist and self-solve reduce technician travel to minimize an organization's carbon footprint.

As a result, a brand benefits from customer and employee perceptions that shape the business as a competitive differentiator, as well as revenue drivers. Examples include:

ROI

Measurable results that impact the bottom line are essential business drivers. SXM delivers effectiveness and efficiency results that can be measured. Efficiencies—such as reducing truck rolls, more rapid resolution, and other operational metrics—tend to be most visible. However, effectiveness benefits, including enhanced self-solve and improved uptime, are not easily achieved with existing solutions or processes. **As a result, multiple SXM paths can lead to enhanced bottom-line results.**

Differentiated

Capable augmented reality solutions become transformational due to an ability to modify processes and support like never before. For business value this means being associated with a differentiated customer engagement experience that will stand out from the competition. SXM is a new organizational resource with effective CX benefits that offers a new way to create a competitive edge.

Integrated

No matter how innovative a technology is, it cannot live alone if expansive organizational benefits are to be accomplished. Taking advantage of existing corporate resources, such as Service Lifecycle management platforms, CRM systems, etc., is enhancing value with existing resources.

Sustainable

56 percent of consumers report that environmental and social practices of a company have an impact when choosing to buy from them according to KPMG. AR technology results in reduced truck rolls, more opportunities for remote solve, and enhanced visual self-solve and training. These SXM benefits are proof points for sustainability beyond less visible competitive efforts.

Brand

Influencing the brand with an outside-in perspective is a powerful SXM benefit. An ability to uniquely move customer experience and service experience will empower organizations with new agility to positively impact brand perception.

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SXM and Your Brand

Service Experience Management presents the opportunity to take customer support to a transformational level of success. Customers and field technicians become inspired by a bond with their distantly located experts within collaborative augmented reality experience for more effective and engaging service and support.

Now is the time to explore adding AR and SXM to supercharge your customer support organization. Begin by identifying the use cases that will most directly benefit from enhanced video guidance. Include members of your customer service and customer experience teams when evaluating Service Experience Management. A deeper evaluation will likely reveal additional benefits within and beyond your service organization that offer broad transformational results.

About CareAR

CareAR allows technicians to solve problems better, faster, cheaper. CareAR is driving the service experience transformation by bridging skills gaps, accelerating knowledge transfers, providing greater operational efficiencies, and enhancing customer outcomes and safety. Our platform has been recognized as a leader and top innovator in enterprise augmented reality in 2022 by ABI Research.