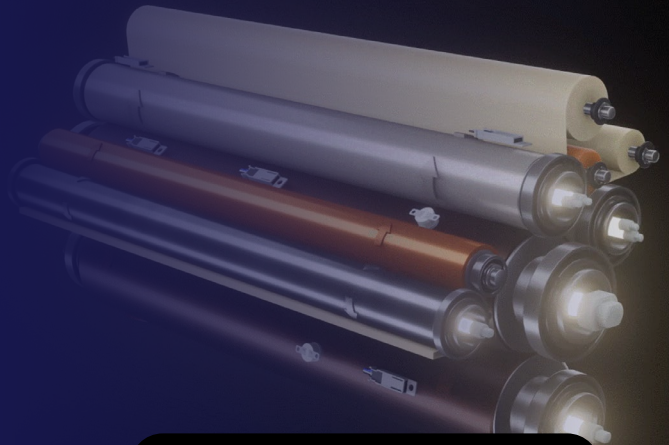


CASE STUDY

Xerox Digital Fusing Technology Training

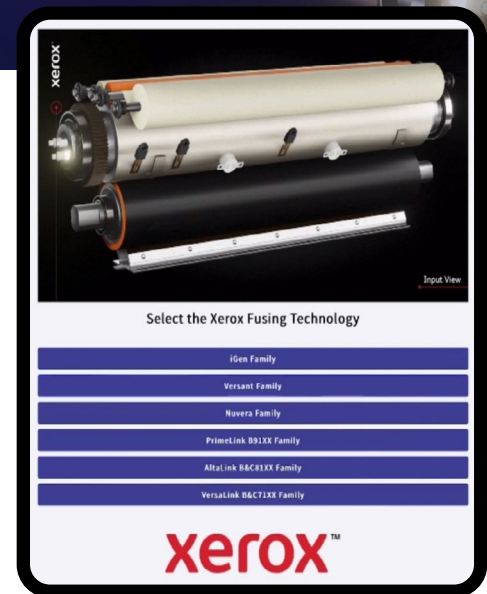
Xerox trains over 6,000 field service technicians annually in over 150 countries.



The Challenge

With 40% of its technician workforce retiring in the next 5 to 10 years, Xerox needed a means to attract and train new field service technicians that both improved knowledge retention and kept training costs to a minimum. The loss of experienced technicians is directly impacting time to resolution, parts spend, and the recovery of overall break/fix performance efficiency when onboarding new recruits.

Xerox's traditional approach to onboarding learning was too formal and time-consuming and did not promote knowledge retention.



The Solution

Xerox started using CareAR in 2019 when the pandemic prohibited technicians from visiting customer locations. Using the CareAR SXM platform, Xerox enabled technicians to interact with customers remotely to resolve issues. While CareAR addressed the limitations imposed by the pandemic, Xerox still needed to train a deluge of newly hired engineers to replace a stream of retiring Xerox employees. The CareAR SXM platform allowed global learning and development leaders to digitize outmoded learning content and training delivery practices to better align with the needs of a new generation of technically enabled engineers. Delivering training instructions at the point of need using 3D digital models enabled Xerox to rapidly transform its learning practices and address capability and capacity issues facing the company.



Results with CareAR

Xerox Learning is now able to provide a technician with any number of learning moments that are delivered at the moment of need on the technician's mobile device. The interface, look, and feel are engaging to new-generation technicians and the CareAR application supports Xerox's future-focused experiential learning strategy. The CareAR SXM platform has supported specific programs in reducing training time from 15 to 5 days and was a key support tool that has reduced associated training costs by nearly \$2M annually, securing 91% of technicians rating their experience as very satisfied. With CareAR Instruct and Experience Builder, Xerox has been able to scale up its suite of AR-enabled training modules without additional training development cost.



“What the CareAR SXM platform has given us is the ability to re-enforce training at the ‘point of need’, on the Customer site. This is when learning becomes ‘sticky’ enough that it creates a positive change in behavior in both capability and capacity to perform a technical task. Having the ability to access 3D training models in your pocket, in the moment, in front of the customer, has been a game changer for new onboarded engineers.”

Mark Oakley,
Global Learning & Development
Head of Learning Innovation and Technologies, Xerox

About CareAR

CareAR, A Xerox Company, is the Service Experience Management (SXM) leader. We make expertise accessible instantly for users through remote, live visual augmented reality and AI-driven interactions, instructions, and insights as part of a seamless digital workflow experience. CareAR sets the benchmark for the SXM category by bridging skills gaps, accelerating knowledge transfers, providing greater operational efficiencies, and enhancing customer outcomes and safety. Learn more at [CareAR.com](https://carear.com).

Ready to change the way you do work with augmented reality?

Schedule a demo at [CareAR.com/demo](https://carear.com/demo)