

AUGMENTED REALITY IS A KEY TO RECOVERY BEYOND THE PANDEMIC

Executives are beginning to build an appetite for augmented reality (AR) as a tool to reduce costs, decrease training and onboard times, and create a positive customer experience.

Pulse and CGS polled 100 enterprise-level tech executives to understand how much AR technology they've currently integrated into their operations, how they are using AR, and how they believe AR will benefit their bottom line.

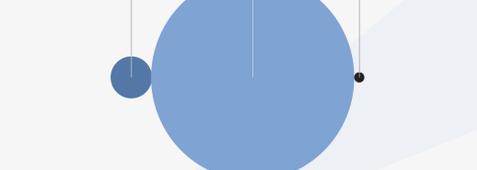
Data collected Oct. 1 - Nov. 1, 2020

Respondents: 100 Enterprise-level Tech Executives

Executives are exploring the myriad of AR use cases and finding it can improve operations—especially when organizations can't have service teams on-site during the pandemic.

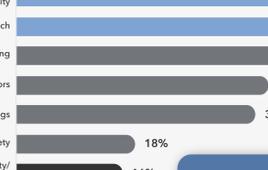
COVID-19 has fueled the need for innovation, with AR among the next-generation technology. 91% of executives agree that AR is helping improve service operations during the pandemic.

To what extent do you agree with the following statement:
"AR is helping organizations that are focused on improving service operations during COVID-19."



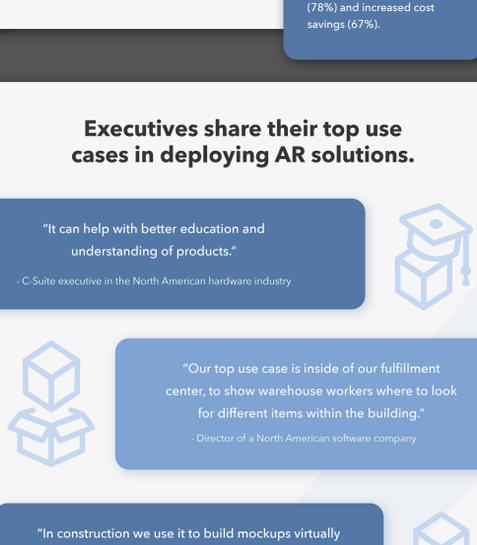
The overwhelming majority (96%) of executives believe augmented reality can boost connectivity between workers and subject matter experts, especially remotely; this is significant during COVID-19.

To what extent do you agree with this statement:
"AR boosts connectivity between less-skilled workers and subject matter experts particularly when skilled workers aren't available on-site."



Leading the list of AR benefits for executives are reduced travel time (49%) and increased productivity (49%). The ability to reach experts (48%) and accelerate training (48%) are also considered key benefits of AR when resources are minimal.

What are the top 3 key benefits of AR?



The main benefits of AR for manufacturing executives are acceleration of training (64%) and increased productivity (50%), while healthcare executives see the greatest benefits in error reduction (78%) and increased cost savings (67%).

Executives share their top use cases in deploying AR solutions.

"It can help with better education and understanding of products."

- C-Suite executive in the North American hardware industry



"Our top use case is inside of our fulfillment center, to show warehouse workers where to look for different items within the building."

- Director of a North American software company

"In construction we use it to build mockups virtually instead of wasting money and materials for showcases."

- C-Suite executive in the European construction industry



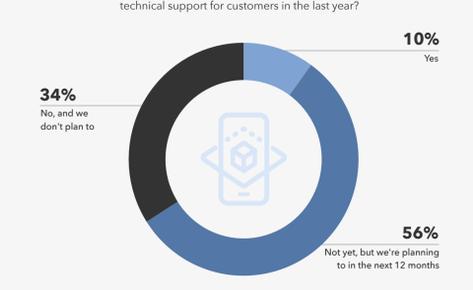
"We could take advantage of our customer facing applications to give them an entirely new and interactive experience vs talking to someone over only a phone."

- Director of a North American software company

Executives feel AR can play an integral role in reducing tech support times and building out a positive customer experience.

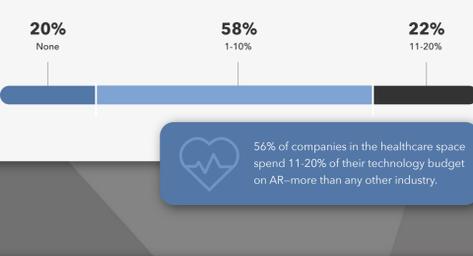
Executives feel customer expectations are high when it comes to connecting them with a knowledgeable support team (65%) and solving their issue on first contact (59%). To tackle these expectations, AR can supplement support to reduce the time to a resolution and personalize the customer experience.

What are the top 3 customer expectations when it comes to technical support?



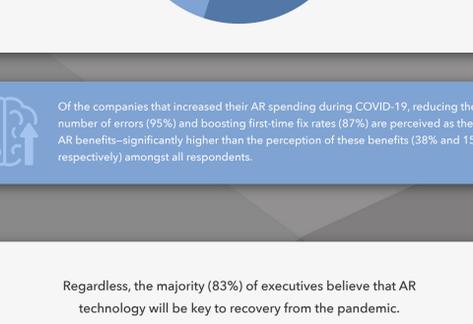
Executives agree (95%) that AR can help them deliver on those customer needs.

To what extent do you agree with the following statement:
"AR solutions will help organizations better keep up with rising customer expectations."



How? According to executives, AR can improve first-time fix rates (54%), reduce training time for staff and users (53%), and save on service costs (47%).

What are the biggest benefits to incorporating AR into customer-facing technical support?



Though only 10% of organizations have already incorporated AR into their technical support, more than half (56%) of executives plan to integrate it within the next 12 months.

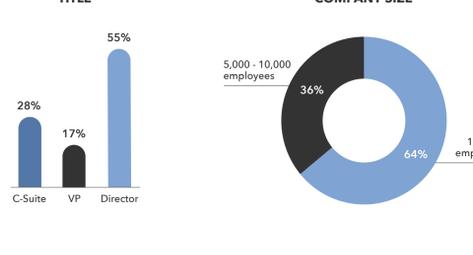
Has your organization incorporated AR into technical support for customers in the last year?



The coronavirus has forced organizations to think differently and many believe that AR could help them survive and thrive once the pandemic is over.

Though most executives feel AR is a growth area, only 22% of organizations are spending more than 10% of their current tech budget on AR.

How much of your current technology budget is dedicated to AR technology?



56% of companies in the healthcare space spend 11-20% of their technology budget on AR—more than any other industry.

That said, there is an appetite for AR with 73% of executives' AR budgets increasing since the beginning of the pandemic.

Has your organization increased spend on AR technology because of the pandemic?

Of the companies that increased their AR spending during COVID-19, reducing the number of errors (95%) and boosting first-time fix rates (87%) are perceived as the top AR benefits—significantly higher than the perception of these benefits (38% and 15% respectively) amongst all respondents.

Regardless, the majority (83%) of executives believe that AR technology will be key to recovery from the pandemic.

Do you agree that implementation of AR technology will help organizations recover from the impact of COVID-19?

The vast majority of companies in healthcare (89%) and manufacturing (78%) deduce AR will help organizations recover from COVID-19.

The largest challenges for implementing AR appear to be lack of budget and lack of resources. The executives expect the technology to be easy to use and onboard; and organizations are just beginning to scratch that surface. Not implementing AR technology could also come with an opportunity cost.

"Biggest challenges can include cost and management decisions."

- Director of a North American software company

"Having someone that not only understands the technology but how to use it or brand it for the best customer experience. An example could be that you may have the best website on the internet category-wise, but if you don't have a good UI/UX, adoption rate would be lacking."

- VP of a North American software company

Respondent Breakdown

REGION

TITLE

COMPANY SIZE

