



SHOW DON'T TELL:

Consumer Interest in AR Support and Service Is Growing

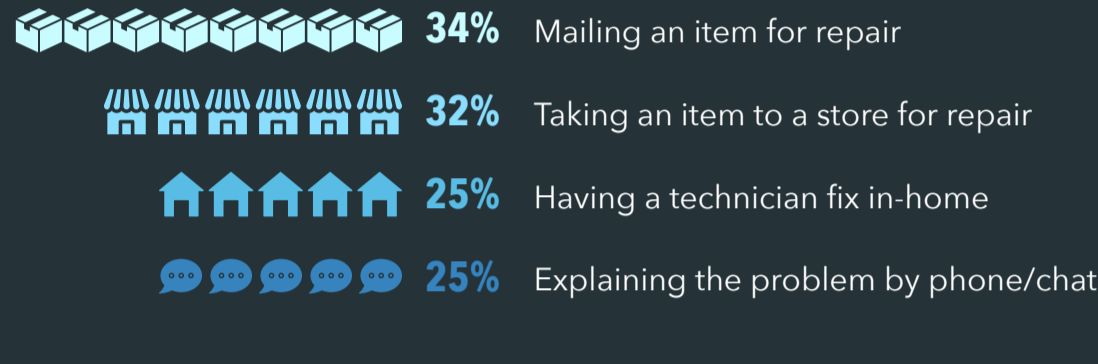
Spurred by the pandemic and activism for sustainable practices, U.S. consumers show a growing willingness to try augmented reality (AR) for assembly, installation and repairs of household appliances and tech devices. More than 1,000 participated in the 2021 CGS State of Augmented Reality in Customer Service Survey to share their feelings about using AR as a tool for support experiences.

INTEREST IN AR-ENABLED SERVICE INTERACTIONS



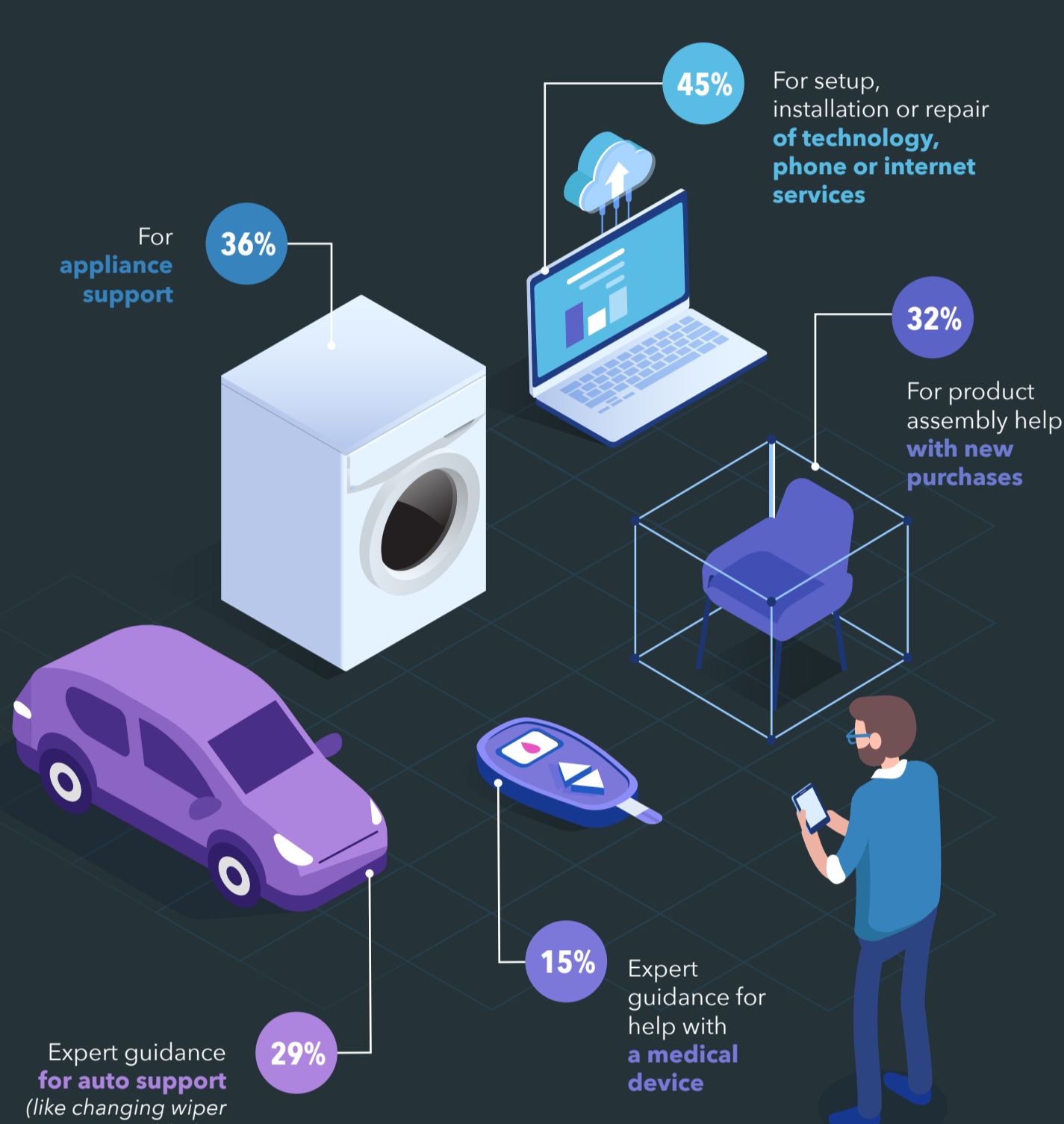
WOULD YOU RATHER?

Americans say they would prefer using AR with a representative to assist them instead of:

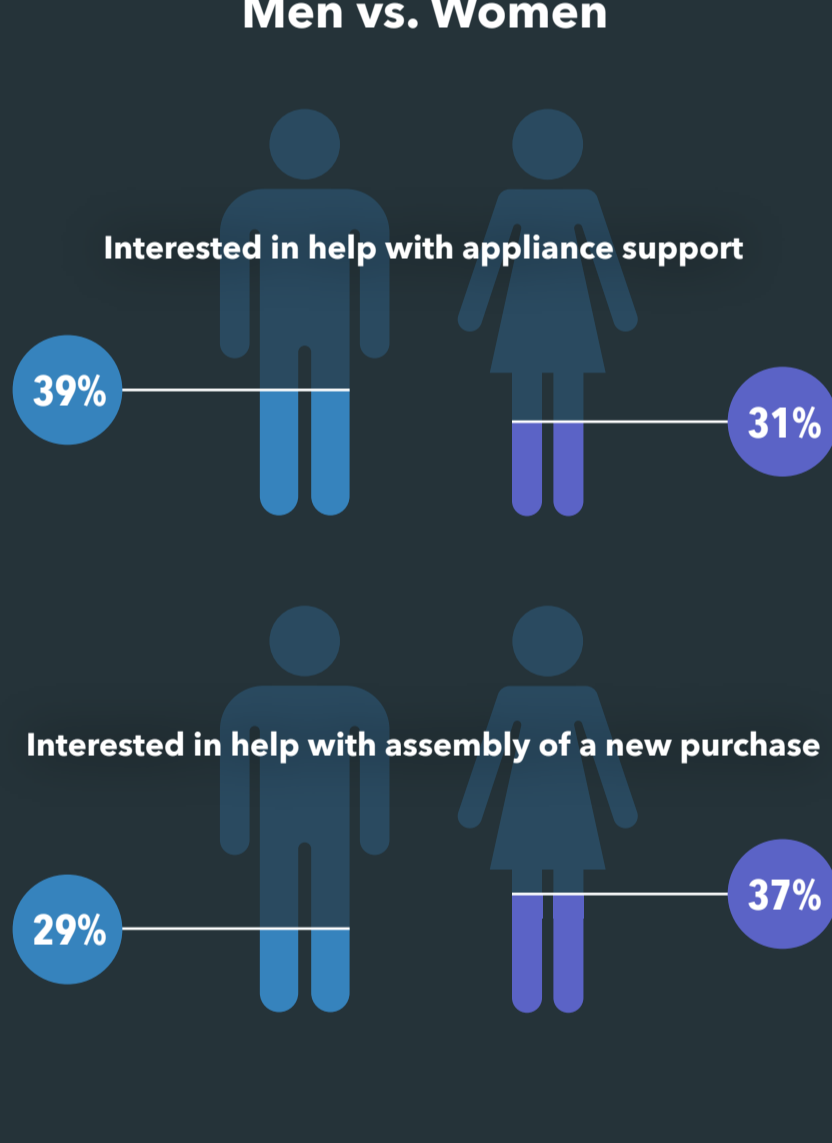


COMFORT LEVEL WITH AR SUPPORT SCENARIOS

Customer interest in AR:

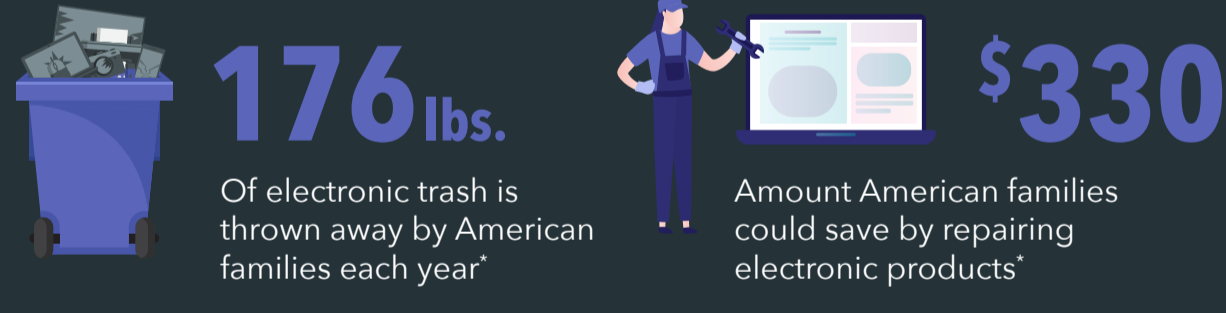


Men vs. Women

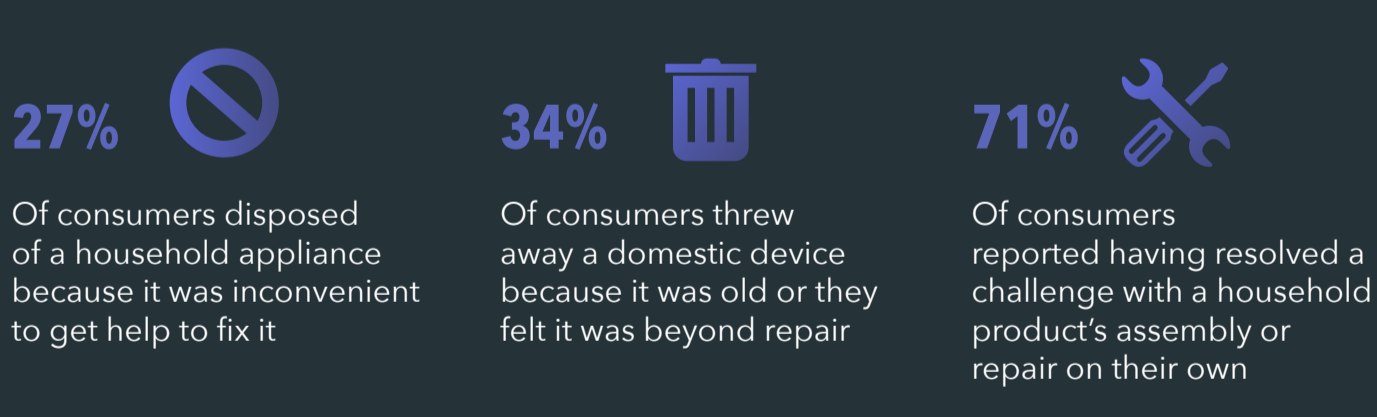


CONSUMER ACTIVISM AND RIGHT TO REPAIR

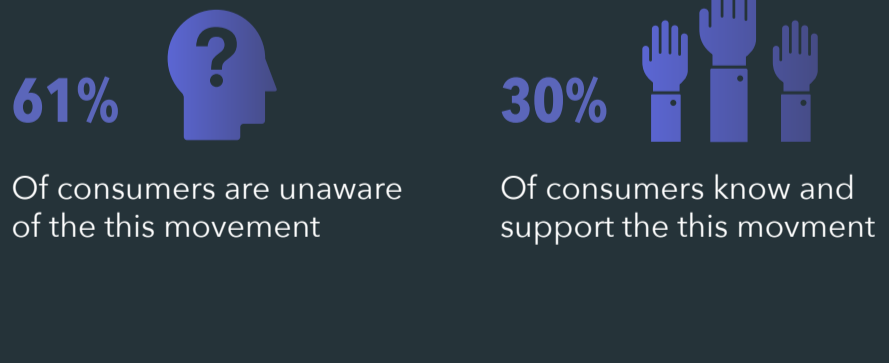
Constantly replacing tech gear and appliances isn't sustainable for the environment or consumer wallets. The Right to Repair movement calls for legislation that encourages manufacturers to make repairs more accessible and affordable.



In the last year:



Awareness of the Right to Repair movement is growing:



In 2021, consumers will be a driving force for AR adoption



Added benefits for businesses include:



Augmented Reality is a natural next step for businesses wanting to provide expert guidance to their customers at-home, meeting them where they want to learn and interact - on any device with a camera. **With more consumers enabled and empowered to tackle DIY fixes, AR technology will combat throwaway culture and create new interactions between brands and customers.**

*Repair Saves Families Big, January 2021, U.S. PIRG
 **2020 Pulse and CGS Survey Augmented Reality is Key to Recovery Beyond the Pandemic

About CGS

With optimized call center resources to serve global clients, CGS offers a unique hybrid approach through automation and live agents in its contact centers located across the globe. Its AI-enriched chatbot, RPA and AR technologies complement the customer support services provided by thousands of multilingual call center agents. CGS Teamwork AR™ with agent assist empowers representatives and consumers with interactive remote support to help drive global product return rates and reduce costly onsite visits. CGS supports many of the industry-leading global brands through innovative, scalable and flexible business process outsourcing solutions.

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