

# 6 Ways Augmented Reality Enhances Customer Support

Augmented Reality is changing the paradigm for how companies offer remote support to their customers. By leveraging cutting-edge AR technology, help desks are more efficient, and customer service representatives are more effective. It all comes down to better outcomes. Customers see faster resolution times, spend less time on the phone and are happier overall. That's a recipe for success.

## 01

### Why Enterprises Are Deploying AR for Customer Support

When we surveyed 100 operational business leaders in December 2020, we wanted to know their top drivers for deploying Augmented Reality solutions. These KPIs show a direct correlation between AR and customer satisfaction.



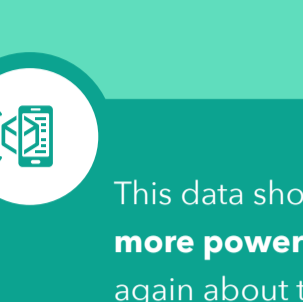
**39%**

Boosted first-time fix rates/reduced repeat visits



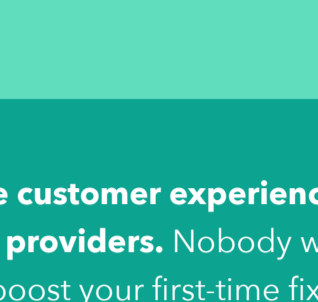
**32%**

Reduced number of errors



**25%**

Improved customer satisfaction



**16%**

Extended expert reach



This data shows that **AR improves the customer experience by putting more power in the hands of service providers.** Nobody wants to call again about the same issues. AR can boost your first-time fix rates.

## 02

### The Right to Repair Movement Is Being Driven by Consumers

Using AR technology, you can empower customers with DIY knowledge, build confidence in your products and create new brand connections.

Right to Repair is a growing trend that AR can help you join, and it's good for businesses and sustainability efforts.



**42%**

Of consumers (in a survey of 1,000+) stated that they would be interested in using technology in which an expert guided them through steps either via phone or tablet to demo or fix an item

#### Interest Among the Ages

**#1**  
**35-44**

Leading the way are those aged 35-44 with 51%

**#2**  
**25-34**

Followed by those aged 25-34 with 45%

**43%**

Have not tried AR with remote professional help simply because they've never been offered it



**ONLY 15%**

Would prefer to have an expert come into their home to address an issue over using AR with expert guidance



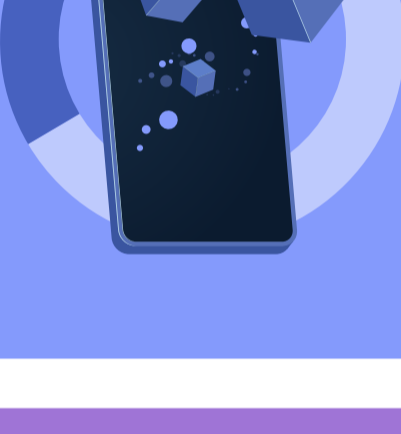
## 03

### AR Is Easy and Accessible

This technology no longer relies on expensive headsets or specialized hardware. Anyone with a smartphone, tablet or even laptop can use AR. In customer support, this is driving adoption because anyone with an everyday device can easily receive better, faster and more efficient remote support.

**68.7M**

Americans will use AR at least once per month in 2021<sup>1</sup>



**46%**

Of Americans have used an AR app without being aware of it<sup>2</sup>

## 04

### Top Brands Are on Board

A survey of top brands reveals the trend towards increased AR adoption for customer support use cases. These innovative industry leaders and their customers are witnessing the full power of Augmented Reality.



Mercedes Benz launched an "Ask Mercedes" AR app to serve as an intelligent virtual assistant to replace bulky owners manuals<sup>3</sup>

## 05

### 4 Reasons to Adopt AR for Customer Support



**90%**

Of information transmitted to the brain is visual. AR support introduces new visual cues<sup>4</sup>



The human brain processes images

**60,000 X FASTER**

than text<sup>5</sup>



**66%**

Of customers are ready to pay more for AR experience and expect retailers to deploy them<sup>6</sup>

**Post-COVID, executives feel customer expectations are high when it comes to connecting with a knowledgeable support team and solving their issue on first contact.**



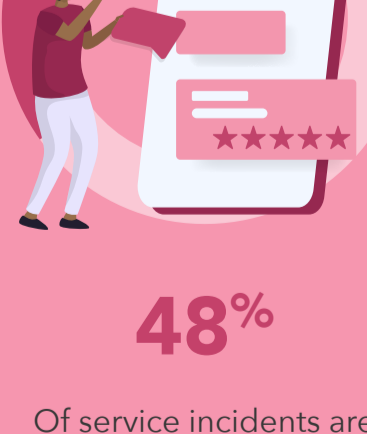
**95%**

Say that AR can help supplement the time to a resolution and personalize the customer experience<sup>7</sup>

## 06

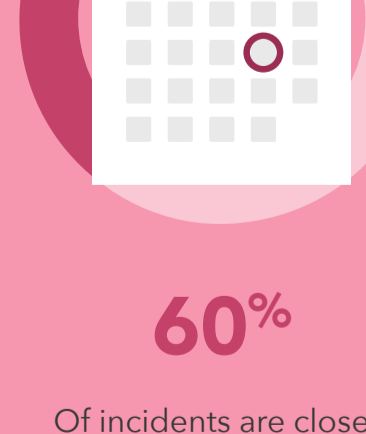
### It All Comes Down to Better Service

AR for customer support increases first-time resolution rates by providing more effective real-time service engagement from anywhere in the world.



**48%**

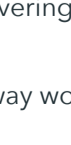
Of service incidents are resolved without a field service visit



**60%**

Of incidents are closed in one business day<sup>8</sup>

**Download the complete 2021 Operations and Tech Trends Report**



#### About Teamwork AR™

Born out of **35+ years of expertise** delivering tech-forward training that drives operational excellence at scale, Teamwork AR pairs best practice enterprise learning with the experiential power of mixed reality.

Our mission is to bring real-time digital transformation to on-the-job training and support for any company - from knowledge capture and transfer to collaborating with and assisting remote workers.

Using any device, anywhere, Teamwork AR addresses businesses' changing demands by delivering remote support, enhanced training, and more interactive sales engagement.

Powered by high-quality custom content and augmented reality, Teamwork AR changes the way work is done and elevates the outcome.

For more information, please visit [cgsinc.com](https://www.cgsinc.com) and follow us on Twitter at [@CGSinc](https://twitter.com/CGSinc) and [@LearningCGS](https://twitter.com/LearningCGS) and on LinkedIn. Email us at [learning@cgsinc.com](mailto:learning@cgsinc.com).



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<sup>1</sup><https://www.emarketer.com/content/virtual-and-augmented-reality-users-2019>

<sup>2</sup><https://www.gearbrain.com/half-of-americans-use-ar-247329441.html>

<sup>3</sup><https://www.la.mercedes-benz.com/en/passengercars/being-an-owner/ask-mercedes-campaign/virtual-assistant.module.html>

<sup>4</sup><https://www.t-sciences.com/news/humans-process-visual-data-better>

<sup>5</sup><https://www.t-sciences.com/news/humans-process-visual-data-better>

<sup>6</sup><https://knowmax.ai/solutions/augmented-reality-support/>

<sup>7</sup><https://www.cgsinc.com/en/resources/augmented-reality-key-recovery-it>

<sup>8</sup><https://www.cgsinc.com/blog/6-business-use-cases-augmented-reality-drive-roi>