

Field Service Innovation Briefing

This case study demonstrates how interactive merged reality environments are driving collaboration and competitive value using everyday mobile technologies



BD Partners with Help Lightning to Transform Customer Relationships and Ongoing Service Performance



BD is a global medical technology company that is advancing the world of health by improving medical discovery, diagnostics, and the delivery of care. BD leads in patient and healthcare worker safety and the technologies that enable medical research and clinical laboratories.

As a leading medical technology company, Becton Dickinson (BD) needed an augmented reality (AR) solution that would help their field engineers and phone teams better support healthcare companies that rely on their products. In order to provide better remote assistance and drive their overall dispatch avoidance rates higher, it was fundamental for BD to bring new technologies into a call center capacity, increase uptime, and improve their service performance.

“We were looking for different technologies that we could utilize to help bridge the gap while working with our customers remotely,” says David Whitmarsh, US Technology Manager at BD. “Our call centers are set up in a way so that call center specialists are the first to help our customers.”

Among a number of providers with AR solutions, Help Lightning’s remote video support AR technology was among the first they piloted. While other companies offered attractive features, many were beyond the scope of what BD actually needed as a service organization. What’s more, they did not provide the merged reality technology and partnership opportunities BD would come to value the most.

“When we evaluated Help Lightning, it was in a different category where we weren’t comparing apples to apples anymore,” says Laura Rehbein,

Technology Portfolio Sr. Manager, Global Technical Services for BD Life Sciences. “We needed a strategy partner with whom we could grow a relationship; the potential to mature in the augmented reality space and see that Help Lightning also has the intent to pick up AR capabilities was enticing.”

Connecting with Customers for Improved Service and Experiences

For BD, providing the best service is not only about performance, but making meaningful connections with their customers to guarantee future successes. As a partner, Help Lightning could learn deeper insights from BD in terms of how to better customize their product to meet the needs of their customers.

“That was really advantageous,” says Rehbein. “Relative to other solutions on the market—and we did pilot others—ease-of-use was the thing that stood out the most for Help Lightning.”

Help Lightning’s merged reality enables BD’s engineers and support teams to visualize work environments in real time and provide accurate directions while working directly with engineers and customers. With complete visibility of the work environment, engineers and support teams can make more accurate diagnoses and part determinations, then immediately transmit solutions to the work site.

“A lot of our competitors don’t have this technology, so it gives us an advantage with the customers that

are dealing with our direct competitors as well,” says Shannon Bray, Senior Manager, US Technical Operations and Customer Delivery at BD. “Now, we stand out.”

As a “customer delight” tool, Help Lightning provides memorable experiences for customers—once they realize its value, they request to use it when BD engineers and support teams work with them again.

“Now we see a lot of excitement from our customers,” says Bray. “They ask us, ‘Can you ‘Lightning’ me?’ Now they’ve used it and they know how accessible it is.”

A Lasting Partnership that Drives Performance Value

As a partner, Help Lightning continues to improve, working to make their merged reality technology a more effective solution for their partners in the future. BD is encouraging as many of their groups as possible to adopt Help Lightning, knowing that those groups can customize the solution to fit their unique requirements.

“Before we had Help Lightning, everything was a lot of guesswork—I think once we brought [Help Lightning’s] virtual interactive presence in, it took all the guesswork away,” says Bray. “We realize that value, and that’s why Help Lightning has become part of our SLA package as well.”

Now that Help Lightning advocates at BD are exploring new applications for the technology in other areas of the business, they have ramped up internal efforts to drive adoption:

“We made a space on the calling floor dedicated to Help Lightning,” says Bray. “We have a huge banner that says, ‘Help Lightning strikes here.’ We have tours come through; we have people ask about that and we’ve got some iPad stations right in front of it to draw attention to it.”

This includes internal marketing efforts, success stories, and interactive features that draw attention from all branches of the company and beyond:

“Another BD business unit is using Help Lightning to deploy more junior field technicians who are going on site and doing an install or a repair procedure for the first time,” says Rehbein. “They’re using Help Lightning as the model to phone home to an expert and have that over-the-shoulder support.”

BD advocates have presented Help Lightning successes at company town halls and to all of their diagnostic divisions as well. “The hype is building, and I think that helps create a buzz,” says Bray. “It keeps our people engaged and gets the word out in our company.”

A Catalyst for Success

As BD continues to use Help Lightning’s remote video support AR technology, and as the technology continues to improve, they are driving their service improvements in terms of performance and the customer experience. Benefits include:

- Increased dispatch avoidance rate
- Increased customer ease-of-use
- Reduced steps on the part of the customer
- Reduced guesswork when identifying parts solutions
- Increased adoption with phone system integration, connecting engineers and application specialists
- Contributed value to incentive programs

But the value extends beyond performance metrics. BD’s service teams are realizing clear qualitative benefits in how they are developing relationships with their customers.

“The ability to have a video conversation and see your customer face-to-face and really entering their lab with them is the biggest factor,” says Rehbein. “Even if we aren’t avoiding a dispatch or can’t solve a problem the first time, having that deeper relationship with our customers is highly beneficial.”

About the Case Study

As field service organizations face increasing pressure to offer competitive service models, new technologies are transforming the way technicians connect with customers, enhance customer experiences, and drive business value. Companies excelling in this area are leading the industry as service value parallels products in their search for a competitive edge.

In this report, we take a look at how Help Lightning's remote video support AR technology is driving success for BD and their field operations improving the way they onboard new technicians, expanding customer support, optimizing service visits, building personal connections with their customers, and driving calculable business results as a result.

For more success stories, contact Help Lightning at info@helplightning.com



With Help Lightning, we have completely reimagined how businesses, customers and employees are able to give and receive help using merged reality. We've eliminated the frustrations and inadequacies of phone or simple video chat, as well as dramatically reduced the need to drive or fly to interact in person.

For more information, please visit helplightning.com.



WBR Insights is the custom research division of WBR (Worldwide Business Research), the world leader in B2B focused conferences. From research-based whitepapers to benchmarking reports, infographics and webinars, our mission is to help global institutions across a variety of industries to inform and educate their key stakeholders while achieving their strategic goals.

For more information, please visit wbrinsights.com.