

Field Service Innovation Briefing

Diversey demonstrates how interactive merged reality is driving collaboration and competitive value using everyday mobile technologies.



Diversey Overcomes Service Barriers and Builds Customer Relationships with Help Lightning's Remote Video Support AR Technology



Diversey is the industry leader of smart, sustainable solutions for cleaning and hygiene in both B2B and B2C markets. Diversey has been, and always will be, a pioneer and facilitator for life. They constantly deliver revolutionary cleaning and hygiene technologies that provide total confidence to their customers across all of their global sectors. Headquartered in Charlotte, North Carolina, USA, Diversey employs approximately 9,000 people globally, with net sales of approximately \$2.6 billion in 2017.

In the cleaning technologies industry, customers increasingly look to vendors for quality service and experiences as distinguishing competitive factors. At Diversey, building service relationships with customers has its foundation in operational readiness.

"They want their chemical dispensers to work every time," says Andrew Martin, Marketing Technology Global Portfolio Manager at Diversey. "When you flip the switch, it works—if not, we can get it repaired in minutes. The faster we can tend to their solution, the better off for both sides."

The company created its First Time Right (FTR) service policy with the requisite that technicians have a full understanding of technical issues and acquire the exact-right tools before arriving on site, allowing both Diversey and its customers to better manage their time.

Overcoming Service Barriers

Diversey strives to provide customers with complete reliability, not only in their equipment but in service itself. "Our customers must be able to count on us," says Martin. Diversey wanted to rise above common industry issues—unnecessary delays to client productivity due to communication problems, or technicians' unpreparedness when facing common fixes, for example.

With this in mind, the company began looking for ways to improve connectivity and overcome language barriers with customers in multiple geographies. This would allow them to streamline troubleshooting and uphold their FTR policy, no matter the client's location. They found the solution in Help Lightning's remote video support AR technology, which allows them to easily personalize service solutions.

"When it comes to Help Lightning's technology, it's really about building a personal connection," says Martin. "It's about two people working on a problem at the same time so the customer truly 'gets it.'"

Finding a Collaborative Partner in Help Lightning

Diversey appreciated the availability Help Lightning provided and the degree to which Help Lightning was willing to invest—and continues to invest—in their solution. Since Help Lightning's solution can be used on common mobile devices, putting the technology in the hands of their customers was easy.

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“Customers have work to do, and they have confidence that we will get the job done,” says Martin. “This service is helping us build that relationship much more effectively... They know there is a person paying 100% attention to their needs right now.”

According to Martin, the biggest advantage of Help Lightning’s technology is its remote video support AR technology; unlike other technologies in the market, the solution doesn’t require an additional license to be purchased by the end user. It allows technicians and customers to use their existing tools without additional training or equipment, streamlining adoption with a superior user experience.

“Think of your customer first, and keep devices and technology simple.”

As a result, the solution eliminates customer frustration ahead of time. Customers can rely on a timely resolution upon the technician’s arrival before continuing with their work. Now that both customers and technicians can better manage their time, they can build their relationships and transform the service experience into added value.

Help Lightning’s frequent and seamless updates and new features—ensuring their technology integrates with the most recent devices—is another distinguishing success factor.

“They listen to their customers with things that they need—things we find that could help us do a better job working with our customers,” says Martin. “There is almost a comfort aspect to it as it has the capabilities to provide good service, and even if that technician isn’t 100% an expert on what they’re working on, they have the resources available to them.”

Building Relationships between Technicians and Customers

The technicians themselves report greater confidence each time they visit customers, even if they have had little experience working with particular equipment on site. Using Help Lightning’s technology, a veteran Diversey technician is always within their reach.

This eliminates the need for costly off-site trainings. “Our technicians have the confidence to fix problems when they have a slew of veterans in their pocket,” says Martin. “People have it, use it, and there is no learning curve. That’s what makes merged reality so incredible—when adding merged reality with our technicians and tools, it’s like someone is right there with them.”

Exceptional Results

Diversey is seeing both qualitative benefits in the close relationships they are building with customers as well as speedier, less costly training and fix rates in all aspects of their service operations. This includes specific cost savings in terms of truck rolls, increased operational readiness and the success of their FTR policy. Direct results from use of the Help Lightning Technology include:

- 10% – 15% savings on truck rolls for service that would have been ‘no fault found’
- 15% – 20% increase in first-time fix rates
- 20% – 30% reduction in resolution times using Help Lightning system
- Growing adoption rate of the Help Lightning system



Think of your customer first, and keep devices and technology simple.

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 Diversey's field service operations and 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 additional Case Studies, contact 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.



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Technicians and third-parties can employ Help Lightning using common smartphones and devices.

