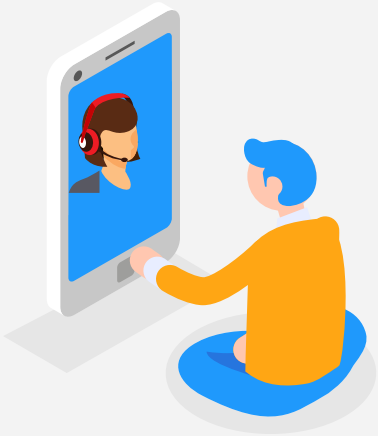
TechSee
Intelligent Visual Assistance

Ahead of the KPI Curve: How Visual Assistance Boosts All Customer Service Metrics

The KPI Challenge

For years, service organizations have struggled with finding the right balance between KPIs. Contact center managers have often tried to implement tactics to improve core service KPIs, representing efficiency, cost reduction and customer experience. While some achieved modest success, in many cases new approaches and technologies led to KPI cannibalization, with a boost to one coming at the expense of the others. This KPI quandary has plagued call center managers for decades.



Recently, an innovative technology has emerged as a transformative solution for service organizations across a wide spectrum of industries. Visual Assistance allows agents to see the customer's physical environment via their smartphone camera or by sharing their smart phone screen. Using Augmented Reality annotations, agents provide step-by-step visual guidance, helping customers by showing them the exact actions they need to take. The technology works across a wide range of use cases, from the unboxing, setting up and troubleshooting of devices to onboarding and billing issues.

Visual Assistance is proven to enhance all Customer Service and contact center KPIs. The technology is unique in that it drives dramatic improvements across all customer service KPIs, with no tradeoffs between them. This enables companies to achieve quick wins, with superb results witnessed right from the start. All metrics improve together, effectively transforming the call center and, of course, heavily impacting the organization's bottom line, both in terms of cost savings and customer retention.

About this report

TechSee, the global leader in Visual Customer Assistance powered by AI and Augmented Reality, enables significant operational efficiencies for hundreds of contact centers around the world, delivering demonstrable ROI to leading global brands as well as more than one hundred enterprises. This unique vantage point has afforded us unprecedented access to dozens of contact centers' data and KPI results.

We have collected a wide range of Visual Assistance data from more than 70 clients, operating 220 contact centers and help desks employing over 30,000 agents. We looked at data across various stages of implementation - from initial pilot to full production - and compared it with data collected from control groups. This report focuses on insights we have gleaned from across the customer spectrum; complete confidentiality has been maintained with regard to sensitive client-specific data.

The results show the year-on-year improvements to five core KPIs, which are attributable to a number of factors. These include rising agent adoption rates of Visual Assistance, higher levels of proficiency with the tools, greater efficiency of the platform, easier implementation of the solution, enhanced best practice resources available to enterprises, new uses cases identified by clients, greater customer familiarity with the technology and increased smartphone penetration in certain markets.

The overarching goal of this report is to highlight how Visual Assistance affects customer service KPIs across industries.

Key Insights

Our research findings show that Visual Assistance delivers significant ROI by enhancing the quality of service and customer experience. Overall, our clients across a wide range of industries – including utilities, telecom & TV services, insurance, consumer electronics and medical technology – have reported:

Truck roll rate reduced by
19%

FCR improved by
22%

NPS enhanced by
25 points

AHT lowered by
12%

Product returns reduced by
17%

KPI №1: Reduce Truck Rolls/Tech Dispatch

Truck rolls – or the need to dispatch a technician to a customer's location – represent one of the largest costs in customer service operations, across numerous industries. Every time technician is dispatched, the company incurs a significant expense, and sometimes these visits prove unnecessary or unproductive, such as those that are categorized as No Fault Found (NFF), meaning the problem was so simple to fix that the customer could have resolved it themselves, with expert remote guidance. There are also numerous cases of technicians with the wrong skill sets or the wrong spare parts being dispatched, as a result of misjudgment on the part of agents who do not have the benefit of Visual Assistance.

Impact of Visual Assistance on Truck Rolls

Better remote resolution: a more efficient customer support process eliminates 90% of NFF dispatches.

More use cases can be safely resolved remotely: agents' product knowledge and experience of customer issues is rapidly expanded by using Visual Assistance.

Due diligence prior to dispatch: agents can determine the exact nature of the issue and dispatch the right technician with the correct information and parts.

Remote consultation: technicians requiring further support in the field can consult with a remotely located expert.

Example

Client

Leading European water company, supplying over 2.5 million customers

Challenge

A large number of engineers dispatched for issues related to meter readings and water leaks

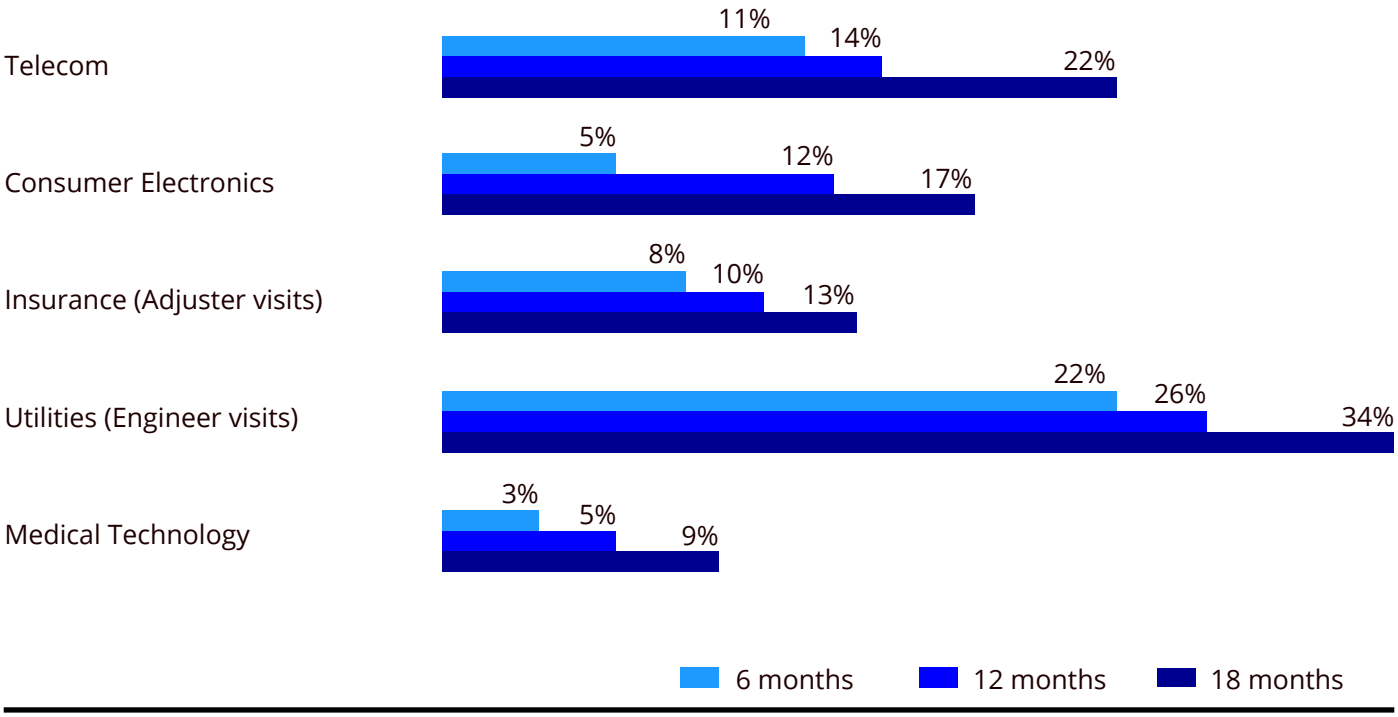
Impact of Visual Assistance

Agents can assist customers with self-resolution or accurately assess the issue before sending an engineer, eliminating subsequent callouts

Result

Decrease in Engineer Dispatch rate: 61%

Overall research findings show that Visual Assistance decreases technician dispatch rate across industries by an average of 19% over the first year and half following deployment.



KPI №2: First Contact Resolution (FCR)

In many customer care organizations, FCR is used to gauge the quality of customer service as well as the overall efficiency of the contact center's operations. When agents achieve FCR, it means that they resolve the issue the first time the customer contacted the company, eliminating the need for the customer to follow up with a second contact to seek resolution.

Impact of Visual Assistance on FCR

Faster issue identification: agents can see the problem with their own eyes, eliminating the need for them to rely on the customer's description of the issue.

Elimination of confusion: customers receive precise Augmented Reality guidance on their screen, so the point of reference and required course of action are crystal-clear.

Verification of action completion: after every stage of the resolution process, the agent is able to confirm that the required action has been carried out and correct the customer if necessary.

Verification of resolution: visually confirming that the issue is indeed resolved goes a long way towards avoiding repeat calls about the same issue.

Easier data verification: when visual proof is required, such as for billing disputes, promotional eligibility or warranty authentication, customers can simply show the agent their documents via their smartphone.

Overall research findings show that Visual Assistance increases FCR across industries by an average of 22% over the first year and half following deployment.

Example

Client

One of the world's most recognized brewers

Challenge

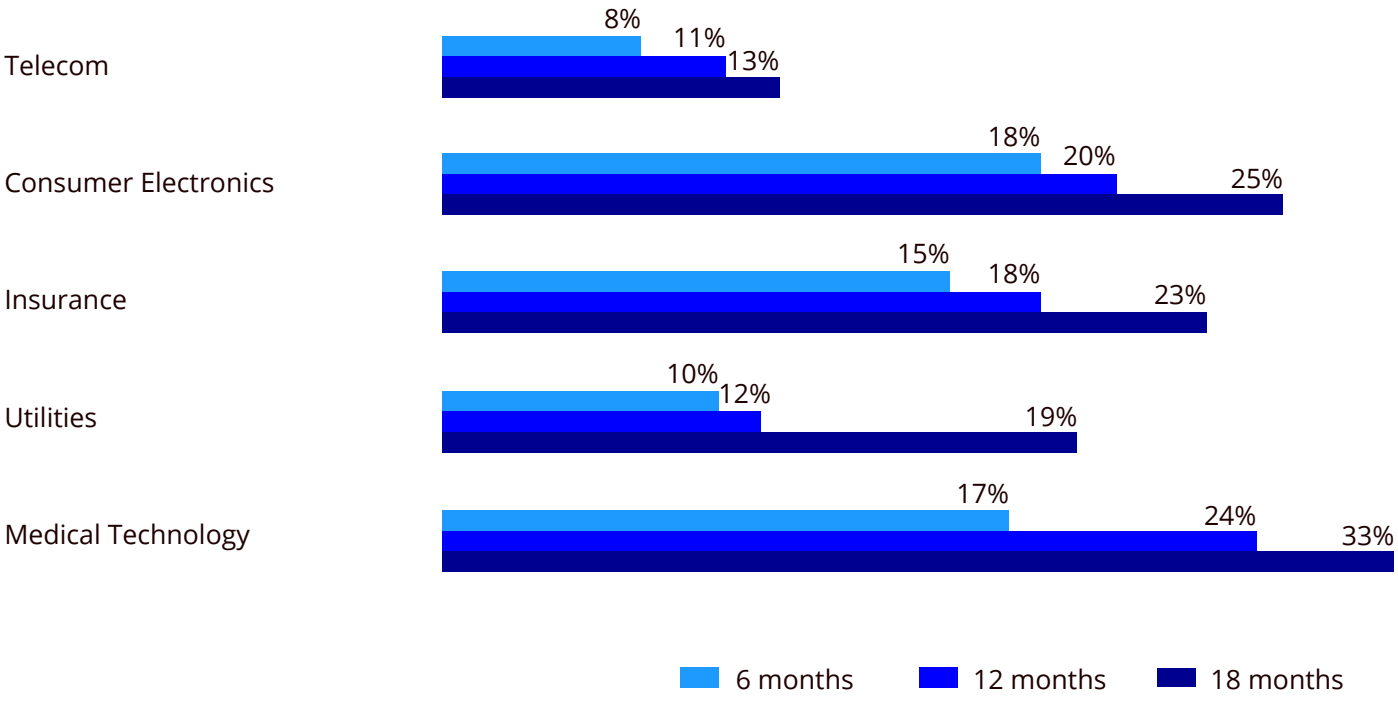
High volume of follow-up calls related to open issues

Impact of Visual Assistance

Agents can quickly identify technical issues with beer taps and remotely guide the customers to self-resolution

Result

FCR increased by 20%



KPI №3: Net Promoter Score (NPS)

NPS is an easy-to-calculate metric that is widely used to gauge customer loyalty. It measures customers' overall perception of a brand and the likelihood of them recommending the product or service to a friend. Respondents are segmented into three customer types: promoters, passives and detractors. The evaluation determines the need for proactive activities to prevent customer churn by targeting unhappy customers and addressing any negative issues before they abandon ship or damage the brand with negative word-of-mouth.

Impact of Visual Assistance on NPS

Faster service: customers appreciate resolving their issue as quickly as possible, at the first time of asking.

Reduced escalations: frontline agents become multiskilled 'virtual technicians,' capable of resolving all but the most complex cases.

Elimination of unnecessary tech dispatches: by empowering customers to self-resolve issues, costly and time-consuming technician visits are minimized.

Greater personalization: providing support via the customer's preferred communication channels has been proven to drive brand loyalty.

The 'Wow' factor: customers are instantly engaged and enthused by the opportunity to benefit from leading-edge technology.

Improved agent performance: Visual Assistance reduces the pressure on frontline personnel and removes uncertainty during calls.

Overall research findings show that Visual Assistance boosts NPS across industries by an average of 45% (25 points) over the first year and half following deployment.

Example

Client

Leading global P&C insurer

Challenge

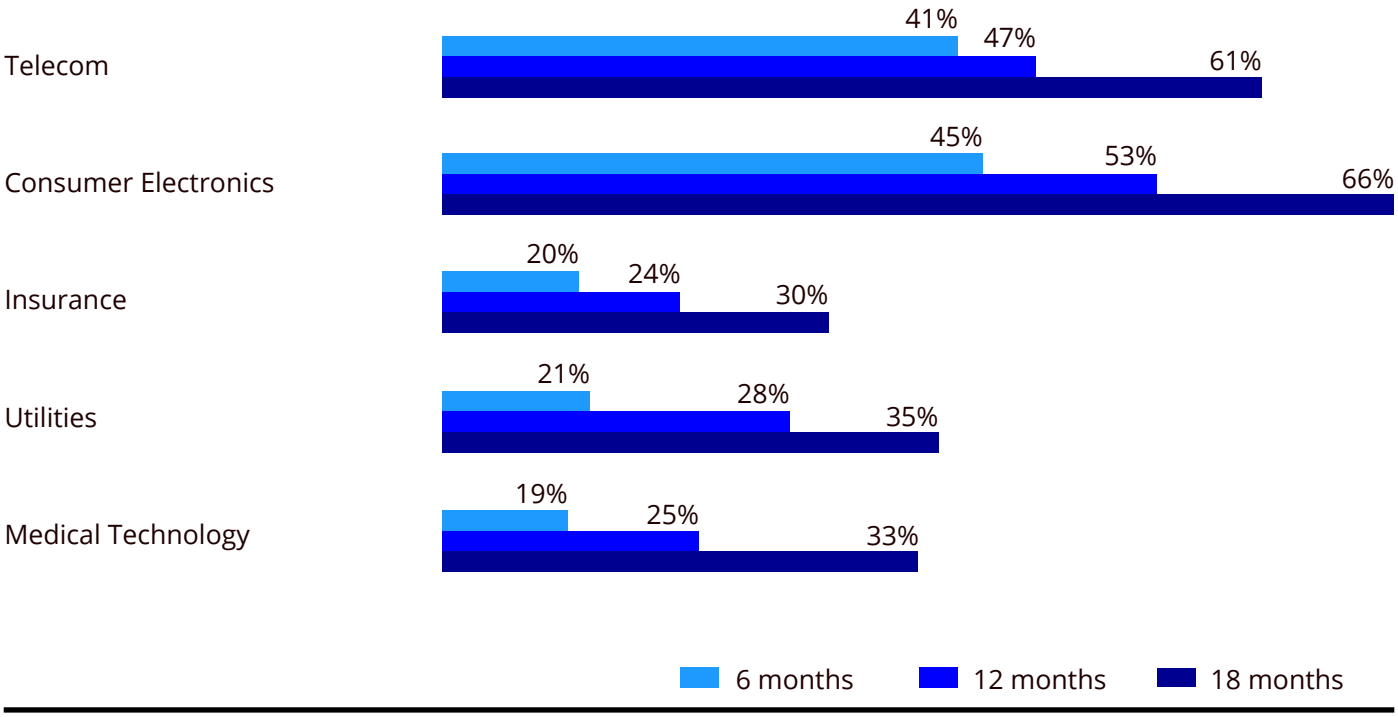
The company's lengthy claim life cycle resulted in frustration for policyholders

Impact of Visual Assistance

The agent's ability to see the damage for themselves enabled an accurate real-time initial assessment, significantly shortening the claim lifecycle.

Result

NPS Improvement: 20%



KPI №4: Average Handling Time (AHT)

AHT measures the duration of each customer episode with the goal of ensuring contact center efficiency, planning headcount and reducing operational costs. Contact centers seeking to lower their AHT must ensure that measures taken do not negatively impact the quality of customer service or the customer's overall experience. Some thought leaders - such as the Harvard Business Review – have called the value of AHT into question, stating that it encourages agents to deprioritize complex issues. However, most leading companies still depend on the metric, considering it alongside other KPIs such as First Call Resolution (FCR) and Net Promoter Score (NPS).

It is important to note that in some cases, Visual Assistance can actually increase AHT, because agents are empowered to resolve the customer's issue on the call, rather than ending the call quickly by escalating it to Tier 2 agents or initiating a technician dispatch. There is also a learning curve over the first few weeks of use, as agents get to grips with the new tools at their disposal, although once they've mastered them, call durations gradually decrease. Over time, when comparing calls successfully resolved with Visual Assistance with calls resolved without it, AHT usually decreases significantly.

Impact of Visual Assistance on AHT

Quick grasp of the issue: agents instantly see the nature of the problem, enabling them to understand and resolve it faster, since showing is always faster than telling.

Clear visual guidance: using Augmented Reality, the customer is shown precisely what actions are required, allowing them to complete the process in a fraction of the time.

Verification of resolution: agent can visually confirm resolution much more quickly than by asking the customer for verbal verification.

Elimination of irrelevant cases: rapid identification of issues that are outside of scope, for example by seeing that a customer's warranty has expired.

Reduction of post-call work: capturing images of defective devices is much faster than writing a lengthy report.

Overall research findings show that visual assistance shortens AHT across industries by an average of 12% over the first year and half following deployment, equating to an hour a day saved per agent.

Example

Client

Leading European cable operator, providing TV, broadband and telephone services to millions of customers

Challenge

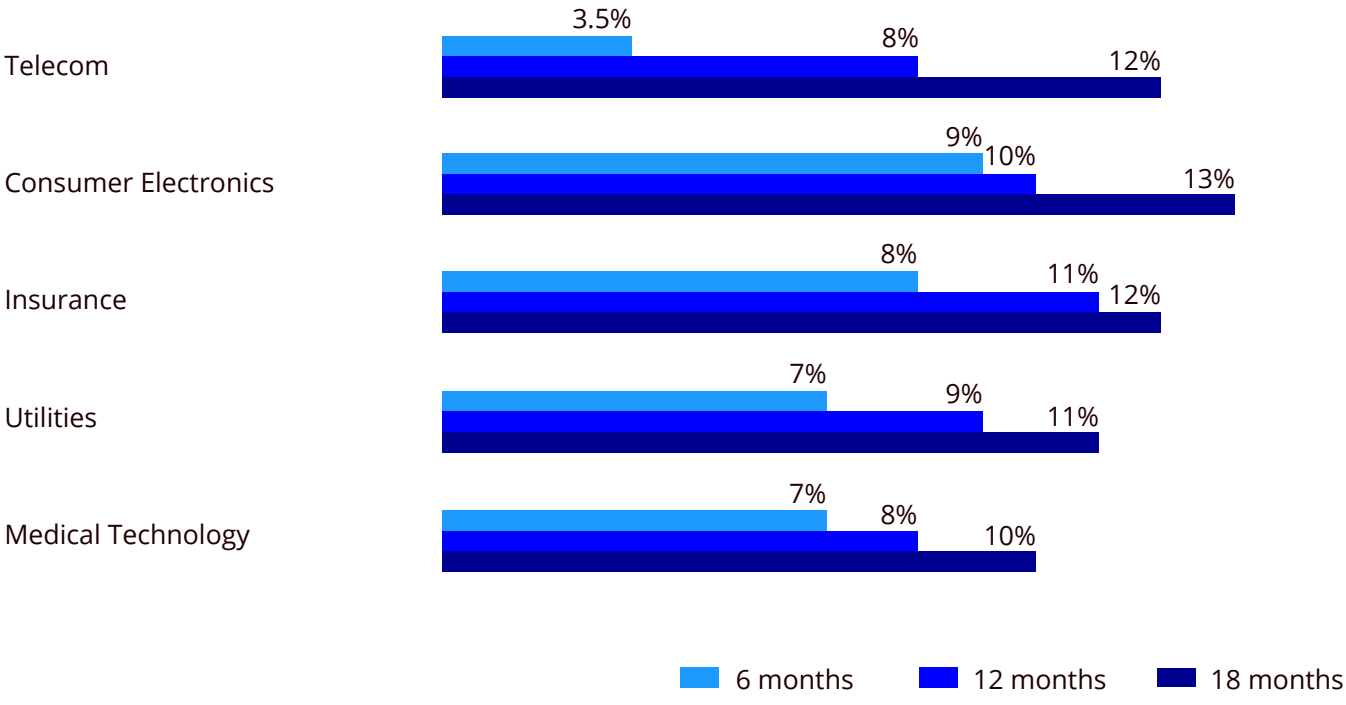
Rapidly growing residential and commercial customer bases, resulting in over 5 million technical assistance calls per year

Impact of Visual Assistance

84% of customers willing to use TechSee with 93% stating it was a positive experience

Result

AHT Reduction:12%



KPI №5: Product Returns / Hardware Replacements / Pickups

The prevalence of consumer returns of non-defective electronic devices represents a massive pain point for electronic brands and retailers, with Accenture reporting that 68% of all consumer electronics (CE) returns fall under the umbrella of no fault found (NFF), situations when an item is returned despite functioning properly.

Impact of Visual Assistance on Product Returns

Prevention of returns: a more engaging and interactive experience during unboxing, setup and configuration is vital, with 44% of consumers stating that a video streaming session with an expert would help avoid a product return, according to 2019 TechSee survey.

On-the-spot operational guidance: teething troubles with new devices are minimized thanks to the provision of Visual Assistance for troubleshooting, expert advice and maintenance procedures.

Virtual "try before they buy": when interacting with a product live is not possible or convenient, interactive video has emerged as an effective alternative.

Overall research findings show that Visual Assistance reduces product returns across industries by an average of 17% over the first year and half following deployment.

Example

Client

Global consumer electronics company

Challenge

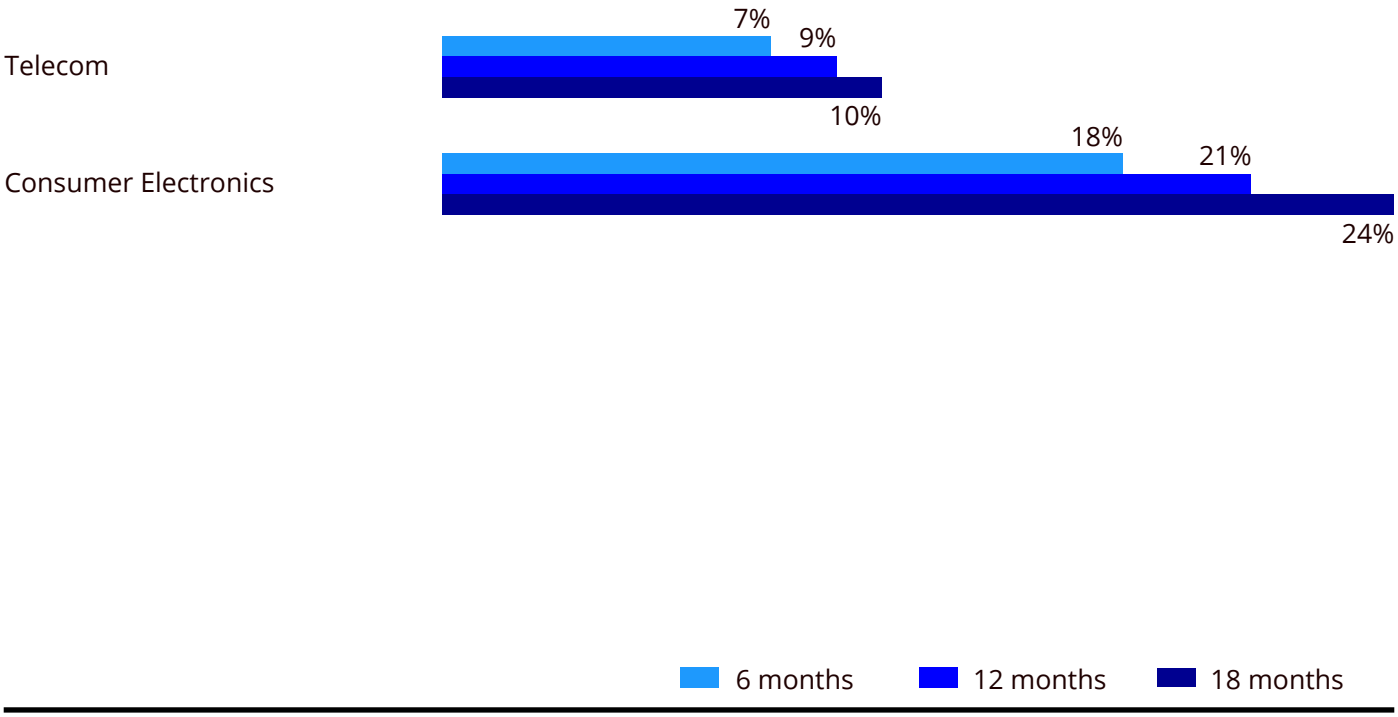
High rate of No Fault Found (NFF) product returns

Impact of Visual Assistance

Agents can easily identify and address a range of common customer errors, providing guidance on how to properly use each consumer device

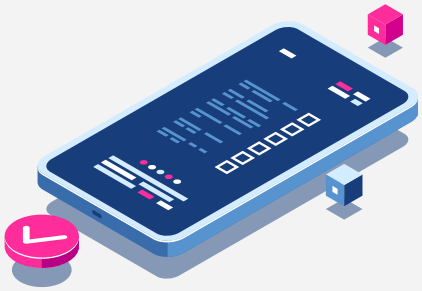
Result

Decrease in device replacements: 54%



Additional KPIs

Customer Effort Score (CES)



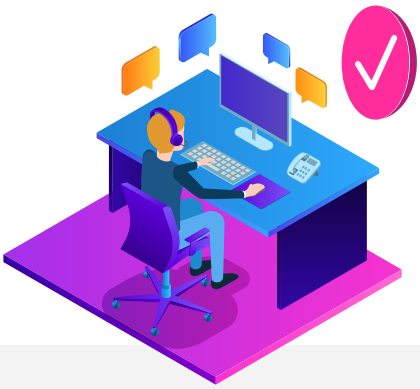
CES is a customer experience metric that measures how much effort a customer must exert during an interaction with a company. It is most often measured by asking a customer a single question: rate how much effort was required to get a specific issue or request resolved. Visual Assistance eliminates high-effort interactions such as the need to repeat information, interact a second time, experience 'generic' service, a lack of self-service, or the need to exert additional mental effort to have an issue resolved.

Customer Satisfaction (CSAT)

CSAT calculates the percentage of satisfied customers out of the total number of customer requests received. It differs from NPS as CSAT measures satisfaction with a specific product or service, whereas NPS measures overall customer loyalty to the organization. Visual Assistance results in faster and more efficient call resolutions and a more satisfying customer experience with each and every customer interaction.

Employee Satisfaction (ESAT)

When employees feel they are providing value via their everyday tasks, and are trusted for their knowledge, expertise and integrity, they experience a boost in self-worth, motivation and confidence in dealing with more complex issues. Visual Assistance empowers agents to 'see what the customer sees,' boosting agent productivity, reducing labor intensity and improving overall job satisfaction.



Escalation Rate

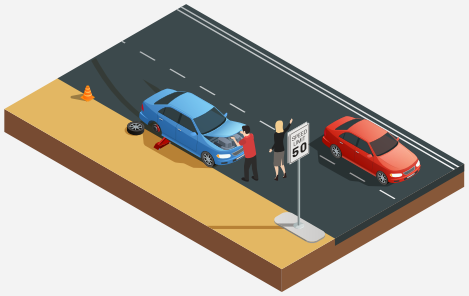
Escalation rate measures how often frontline agents are unable to resolve the customer's issue on their own, necessitating the involvement of a higher level of support. Visual Assistance empowers frontline agents with the tools they need to provide efficient call resolutions without the need to call in reinforcements.

After Call Work Time (ACWT)

ACWT measures the amount of time that agents spend performing call wrap-up tasks, such as updating the customer record or documenting the problem for the technician. Visual Assistance enables agents to upload images instead of long call summaries, significantly improving this efficiency metric.

Claim Life Cycle

The insurance claim life cycle measures the time elapsed from when the claim is submitted by the policyholder until it is paid by the insurer. Visual Assistance allows agents to see the customer's damage for themselves and validate claims in real time, resulting in expedited claim settlements, often immediately after the First Notice of Loss (FNOL).



Claim Handling Cost

With the ability to connect visually with the customer and analyze important images remotely, agents can process claims from the comfort of their office without dispatching adjusters to the field. In addition, with a faster AHT and increased FCR, insurance companies can validate and process claims faster than ever, further lowering costs.

Customer Retention Rate

The opposite of churn rate, customer retention rate refers to the percentage of customers a business has managed to retain over a given time period. Visual Assistance provides agents with the extra oomph necessary to wow customers. It reduces customer effort and boosts engagement between the agent and the customer, building relationships that often lead to greater loyalty.

Summary

Visual Assistance has emerged as a unique solution that improves customer service KPIs across the board, answering an age-old challenge that organizations have grappled with for decades.

Based on wide-ranging data sets collected from customers across many industries, this report set out to explain the benefits to enterprises of reduced truck rolls/technician dispatches (average reduction of 19%), higher FCR rates (average improvement of 22%), lower AHT (average reduction of 12%) and a lower number of product returns (average reduction of 17%).

In addition, the technology has been proven to serve as a competitive differentiator, delivering faster service, reduced escalations and improved outcomes. Visual Assistance has resulted in enhanced NPS (average increase of 25 points), better Customer Effort Score (CES) and greater overall customer satisfaction. It also has positive impacts on ESAT, escalation rates, ACWT, claim life cycle times and handling costs, as well as overall retention rates – representing an all-in-one solution to the KPI challenge.

With recent advances in Computer Vision AI, Visual Assistance technology can now automatically recognize devices, identify issues, and suggest resolutions. This enables faster, more effective problem diagnosis and resolutions. With higher call deflection rates to self-service, we're anticipating even greater KPI improvements across our global network in the coming years.

TechSee
Intelligent Visual Assistance

About TechSee

TechSee revolutionizes the customer experience domain by providing the first intelligent visual engagement solution powered by artificial intelligence and augmented reality. TechSee empowers enterprises across the globe to deliver a better customer experience and reduce costs. TechSee is led by industry veterans with years of experience in mobile technologies, computer vision, machine learning and big data. The company is headquartered in Tel Aviv with offices in New York and Madrid. For more information, visit www.techsee.me.

For a personal demo of visual assistance Tailored to your company's needs, click here.