

KONICA MINOLTA



**SEE.
SUPPORT.
SOLVE.**

GETTING STARTED WITH AIRE LINK
Everything you need to know about
remote visual assistance

Giving Shape to Ideas

AIRe Link

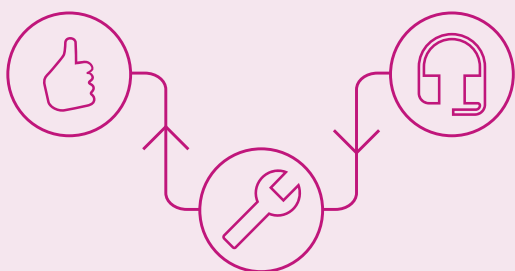
WHAT IS REMOTE VISUAL ASSISTANCE?

Imagine if your customers could have your expert eyes and ears at the click of a button, without the need to travel? **With AIRe Link, they can.**

Remote visual assistance is an augmented reality (AR) solution which creates a virtual connection between customer and assistant, enabling them to provide real-time support and collaboration.

Reducing response times, minimizing unnecessary customer visits and improving first-time fix rates, AIRe Link is remote visual – and audio – assistance software that's easy to use and ready whenever you are. Not only does it save your technical teams valuable time, it offers the simplicity your customers require – enabling you to provide your local expertise on a global scale.

AIRe Link enables the remote expert to see what the customer sees instantly, so they can provide visual guidance – removing the need for on-site visits and increasing first-time fix rates.



In this guide, you'll find everything you need to know about AIRe Link's remote visual support software – helping you understand the benefits it could bring to your business.

THE RISE OF REMOTE SUPPORT

Customer service provision is constantly changing. The global pandemic, rapid technology development and digital transformation have meant more and more companies now implement remote assistance in their processes. As well as increasing efficiency and customer satisfaction, service revenue is considerably enhanced too.



Many customer organizations are using mobile AR to enable technicians to collaborate with customers for pre-visit diagnostics or support.”

Gartner



Disruptive technologies, including Augmentation and remote assistance, enable paradigm shifts in field service operations.”

Deloitte

Sources: Magic Quadrant for Field Service Management, Gartner, Published 31 August 2021 – ID G00733920; Future of field service – Deloitte’s point of view on transformation, Jan 2020

Why are companies choosing remote assistance tools?



Customer experience is key

Customers expect ease of use, consistency, process automation, reliable connection and immediate problem resolution. Remote support solutions tick all of these boxes.



Cost-saving solutions are sought-after

Service teams are constantly pushed to reduce costs while improving efficiency levels. Remote assistance technology can help resolve these challenges.



Social distancing is a new necessity

Field service engineers, customer support staff and management, have all seen their workflow processes disrupted by social distancing measures. While the unusual service provision circumstances have led to increased customer uncertainty and support queries.



Location independence is the future

An ‘anywhere operations’ approach is a big trend in service provision, as it’s “... an IT operating model designed to support customers everywhere, enable employees everywhere and manage the deployment of business services across distributed infrastructure.”

Source: Gartner: top strategic technology trends for 2021.



Keeping up with technological developments is crucial

Cloud-based and augmented reality solutions, hyper automation, Internet of Things and other technology trends are empowering service providers to be more efficient. Companies who don’t implement them may fall behind.

82% of Field Service companies state their customers have shown an increased need for remote service solutions since the pandemic.

83% of companies believe this will still be the case as we establish a ‘new normal’ going forward.

HOW AIRe Link CAN BENEFIT YOUR BUSINESS

Do you want to increase your first-time fix rate and help your service team solve issues faster? What about prioritizing remote support to protect your team and customers from potential health risks? AIRe Link, the remote visual support tool from Konica Minolta, is here to help.



Save time and effort

AIRe Link reduces the need for travel and increases first-time fix rates, so you can solve your customers' issues quickly and easily.



Improve customer experience

Faster fixes increase the uptime of your devices, leading to an enhanced customer experience.



Ensures safety

AIRe Link helps to keep both employees and customers safe by avoiding unnecessary contact in an increasingly contactless world.



Secure to use

You're in safe hands with AIRe Link – a completely stable, secure and scalable solution.



Cost effective

AIRe Link reduces commuting and machine downtime and increases first-time fix rates – making your team more efficient and effective.



Deliver a quality service

AIRe Link enables your field service team to pre-empt issues before going on-site – so they can focus on providing a quality customer experience.



Sustainable

Reduce your CO₂ emissions with AIRe Link by enabling your team to resolve issues remotely, instead of travelling to customers.



Better for business

By spending less time travelling, your team can be more productive and collaborative – good for you and your customers too.



Savings you can see

With AIRe Link, a medium-size customer (50-200 employees) can*:

- Save €51,000 per year
- Increase their first-time fix rate by 5%
- Avoid 10% of on-site visits

*Based on Konica Minolta's AIRe Link usage



AIRe Link in action: Remote session leads to first-time fix

Konica Minolta customer Premier Labels – one of the UK's leading printing companies specializing in labels for the pharmaceutical industry – faced an image quality issue on their AccurioLabel 230. They needed to resolve this quickly to minimize disruption to customers. Our remote resolution team used AIRe Link to identify remotely which machine parts needed to be replaced. These were ordered immediately and the field service team were on-site the next day, ready to fix the issue.

<https://www.aire.link/wp-content/uploads/2021/06/Success-Story-AIRe-Link-Konica-Minolta-UK.pdf>

WHO IS AIRe Link USEFUL FOR?

AIRe Link's versatility means it can be used by any industry where support is required. However, the most obvious examples include: Manufacturing Equipment, Telecommunications Services, IT Services, Computer & Electrical Equipment, Banking & Financial Services, and Professional Printing.



Field Service

Field technicians can remotely detect faults, support repair processes and remotely provide instructions to customers for installations, inspections, and repairs

- Expert can fix issue remotely or prepare for on-site visit
- Specialist expertise delivered when and where it's needed
- Maintains service provision and keeps customers safe
- Reduces truck rolls and technician's time on-site



Customer service

Call center and technical support specialists can see what their customers see and visually guide them to faster problem resolution.

- No app installation needed
- Efficient customer assistance
- Reduced machine downtime
- Reduced demand for specialist, on-site visits



Training and onboarding

Junior service technicians can easily receive remote guidance and knowledge sharing from senior engineers through instant visual and audio support.

- AIRe Link sessions can be recorded and re-watched
- Junior employees can instantly receive help from a mentor
- Training can be conducted remotely and contact-free

AIRe Link in action: Remote resolution of a faulty MFP board

A field service technician was struggling to fix a boot-up issue with a printer. Using AIRe Link, a senior support specialist identified the MFP board issue remotely and guided the technician to quickly resolve the issue in real-time. The fully-satisfied customer, said they had "never seen this from any other manufacturer".

HOW IT WORKS

AIRe Link uses an innovative WebRTC (Web Real-Time Communication) protocol to run secure sessions in your customer's smartphone or tablet browser. They don't need to install any apps to initiate the session and no data is collected from their device.

Connect with your customers and guide them visually in four simple steps:



1. Send link

Invite clients to an AIRe Link session by email or SMS.



2. Open in browser

Customer clicks the link to join the session, without any app installation.



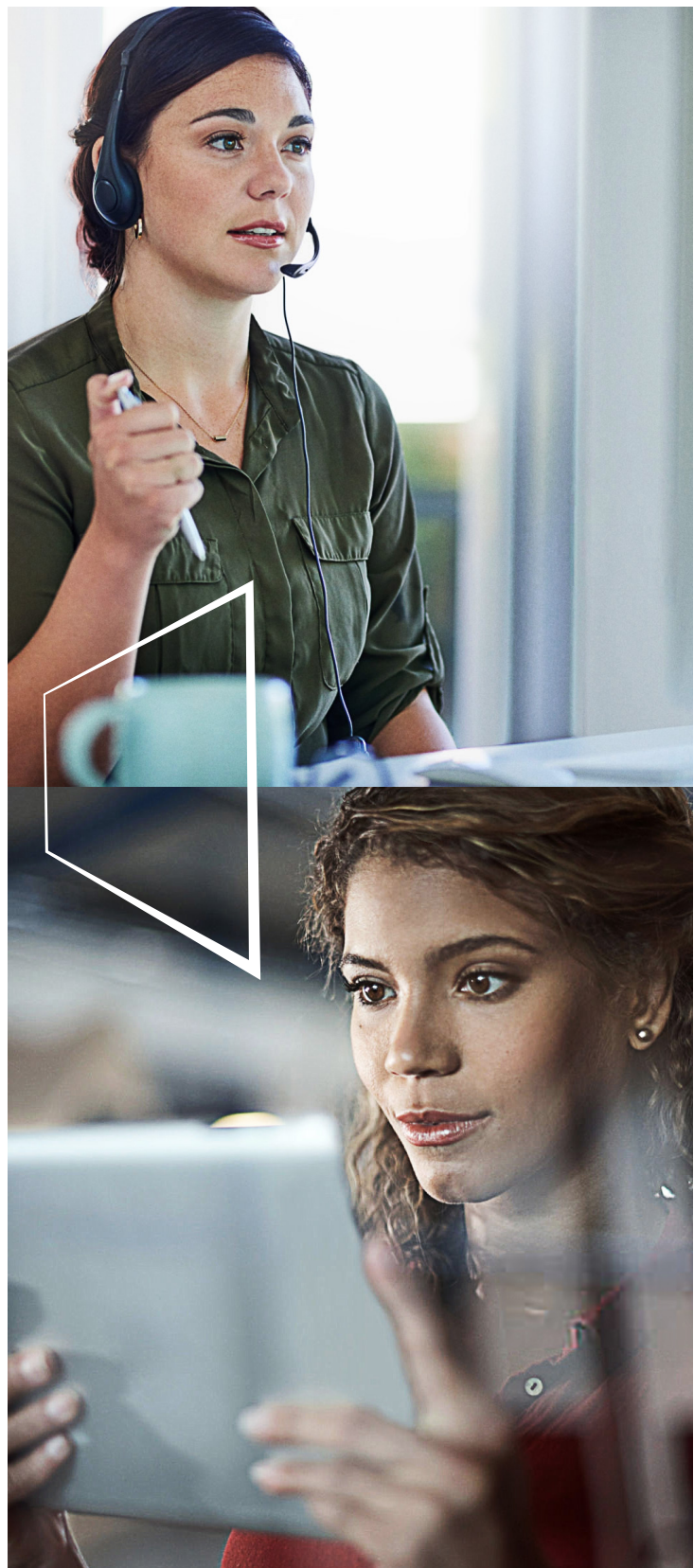
3. Start support session

Ask the client to show you the issue that needs to be resolved. You can ask questions, capture snapshots, turn on the flashlight on the client's smartphone, or record a video.



4. Navigate and resolve

Identify the issue and help your client resolve it through voice and visual instructions.

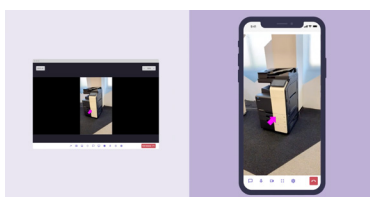


KEY FEATURES

Hello, name@company.com invited you to a session. Open the link to connect.
<https://client.aire.link/?123-456-789-123>
 AIRe Link

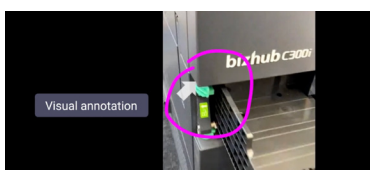
No app needed

Customer clicks link to join the session, no app needed



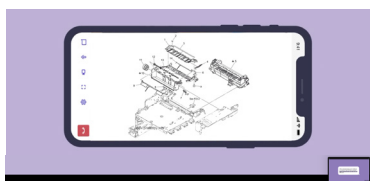
Video stream

Receive live video from customer's device and guide them visually



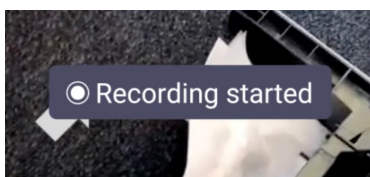
Live pointer and real-time drawing

Use live pointer, text and drawing tool to better navigate the end-user guide them visually



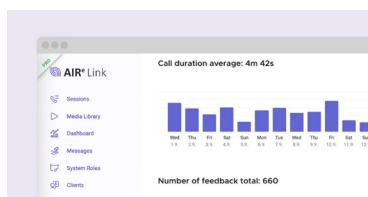
Desktop sharing

Guide customers more conveniently by screen sharing



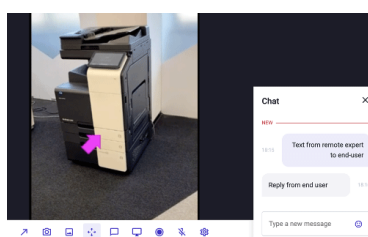
Snapshot saving and video recording

Capture and save images or record the session for future training purposes



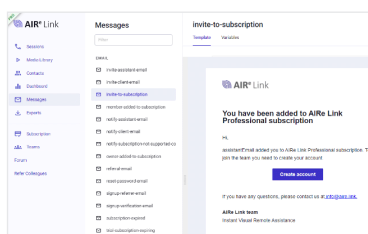
Dashboard

Collect insights and track the performance of your team on your AIRe Link dashboard



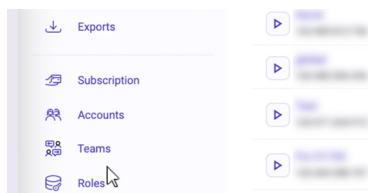
Live chat

Enhance communication options and support your session with chat conversation



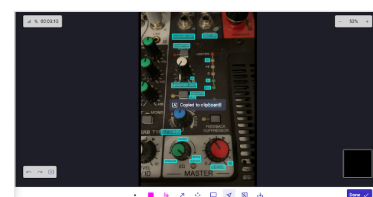
Customized messages

Build meaningful connections with your clients through customized text messages



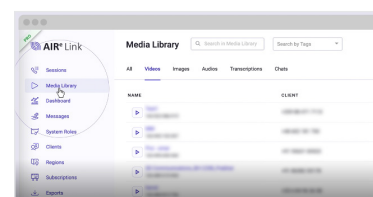
Team management

Group users into teams so that admins and managers can easily view performance data



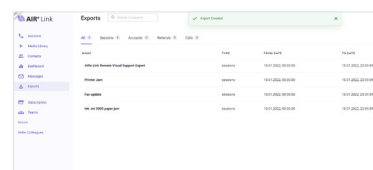
OCR scanning

Scan and analyze serial numbers and barcodes



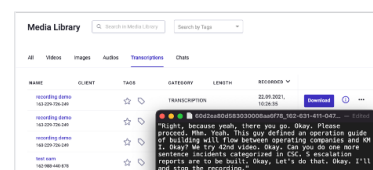
Media library

Review saved data and share it with colleagues and customers



Data exports

Easily define and retrieve data collected by AIRe Link for simple processing – and even live feeds



Voice to text transcriptions

Each audio recording can be automatically transcribed into searchable text

FAQS

Is AIRe Link secure?

AIRe Link is fully secured and GDPR compliant. The service technician managing the session is obliged to handle any data shared within the session according to terms defined within the service contract with the customer. Always ask your customers if they agree to let you record the session before doing so. The customer is informed by the application in advance about the recording and can turn off the camera or leave the session any time.

Why choose AIRe Link over personal chat applications?

AIRe Link provides professional features for remote visual support and problem resolution, such as: live pointer, snapshot savings, analytics, and others. It enables you to instantly link to any end user with a smartphone that's connected to the internet. It also doesn't carry any of the major risks that come from using personal chat tools for business communication, including: lack of users' data protection according to GDPR, lack of user management, non-encrypted backups and exports of chats, and the blurring of lines between employees' personal and work lives.

Why should I use AIRe Link when I have a service partner supporting our customers?

By providing AIRe Link to your service partners, you can significantly improve your customers' experience – increasing ROI and loyalty.

What are the technical requirements of AIRe Link?

AIRe Link Platform (where you create sessions)

AIRe Link Platform (ALP) is compatible with most modern desktop and mobile browsers. ALP does not need a WebRTC compatible browser, but needs proper ES6 (ECMA script 6) support.

Currently supported browsers:



Chrome 72



Firefox 68+



Safari 11+



Edge 79+



No audio/video devices are needed

AIRe Link Core (where you call)

AIRe Link Core needs proper WebRTC support to function and usually works well on mobile browsers.

- Client side needs working audio input/output (microphone & headphones/speakers/headset) and video devices (camera).
- Assistant side needs just audio input/output (typically headset or microphone and speakers).

Currently supported browsers:



Chrome 72



Firefox 68+



Safari 11+

HOW TO SUCCESSFULLY IMPLEMENT AIRe LINK IN 7 SIMPLE STEPS

1

Run the deployment as an important initiative within your remote service strategy with leader sponsorship

2

Position field service at the center of the initiative; don't underestimate the importance of human interactions with your customers

3

Relocate your most experienced service engineers from the field to a remote resolution team

4

Start by getting your technical support teams and field engineers up to speed with remote visual support – then, use it with your customers

5

Educate your marketing and sales teams – and your customers – about the benefits of remote visual support

6

Use Konica Minolta's consultancy for fast and efficient implementation, helping you simplify a complex topic

7

Enjoy the benefits of fixing a higher-percentage of customer issues remotely

CUSTOMER TESTIMONIALS



Using AIRe Link, we offer our international customers fast and professional remote support without the need for service technicians to be on-site.”

David Burian, Head of Service, Bruker



AIRe Link is an important part of our remote service toolset and digital business transformation.”

**Head of Service and Support,
Konica Minolta Business Solutions
Germany GmbH**



KONICA MINOLTA



AIRe Link enabled me to remotely guide our field engineer to fix a cyan issue on the customer’s production printer.”

**Kevin Archer, Technical Product
Specialist, Konica Minolta Business
Solutions UK Ltd**



KONICA MINOLTA



Using AIRe Link, we offer our international customers fast and professional remote support without the need for service technicians to be on site.”

**Heiko Garrelts, Head of After Sales,
Nerak GmbH Fördertechnik**



FÖRDERTECHNIK



With the help of AIRe Link, many interventions that - in the past – could not be explained over the phone, can now be solved efficiently, through seeing what the customer sees.”

**Francesco Santoli, Co-Founder
& Manager, Net Solution Srl.**



Thanks to AIRe Link, we are providing fast and high-quality remote service of our high-tech vertical packaging machines to our customers worldwide.”

**Tomáš Valla, Service Manager,
VELTEKO s.r.o.**

VELTEKO



LEARN MORE

Got a question?

We'd love to help.

Schedule a free 20-minute consultancy call or email airelink@konicaminolta.eu to find out more.

Ready to get started?

Visit www.aire.link to start your FREE trial of Konica Minolta's AIRe Link – a professional tool for remote visual support.

ABOUT KONICA MINOLTA

We are Konica Minolta, a global digital workplace solutions provider, awarded for excellence in serviceability and support by Keypoint Intelligence.

As work has become increasingly mobile and digitized, the concept of a workplace and an office have evolved. Through Konica Minolta's portfolio of workplace solutions we can help drive customer change in the workplace, to enable them to thrive in this new era.

As partners to our customers, our role is to help them to implement digital transformation solutions, enabling them to work towards, and realize the benefits of, an Intelligent Connected Workplace.

