

Overcoming the Top 3 Challenges to MR Adoption

As we work toward a next normal in business, **mixed reality (MR)**, an extension of augmented reality that allows real and virtual elements to interact in an environment, is emerging as a powerful technology that can enhance and digitally transform the services and support provided by organizations of all types. MR has a variety of uses, including learning and onboarding, field services, experiential customer support and digital sales demonstrations. In evaluating MR for your company, it can be easy to get hung up on some perceived challenges. Let's address three common concerns.

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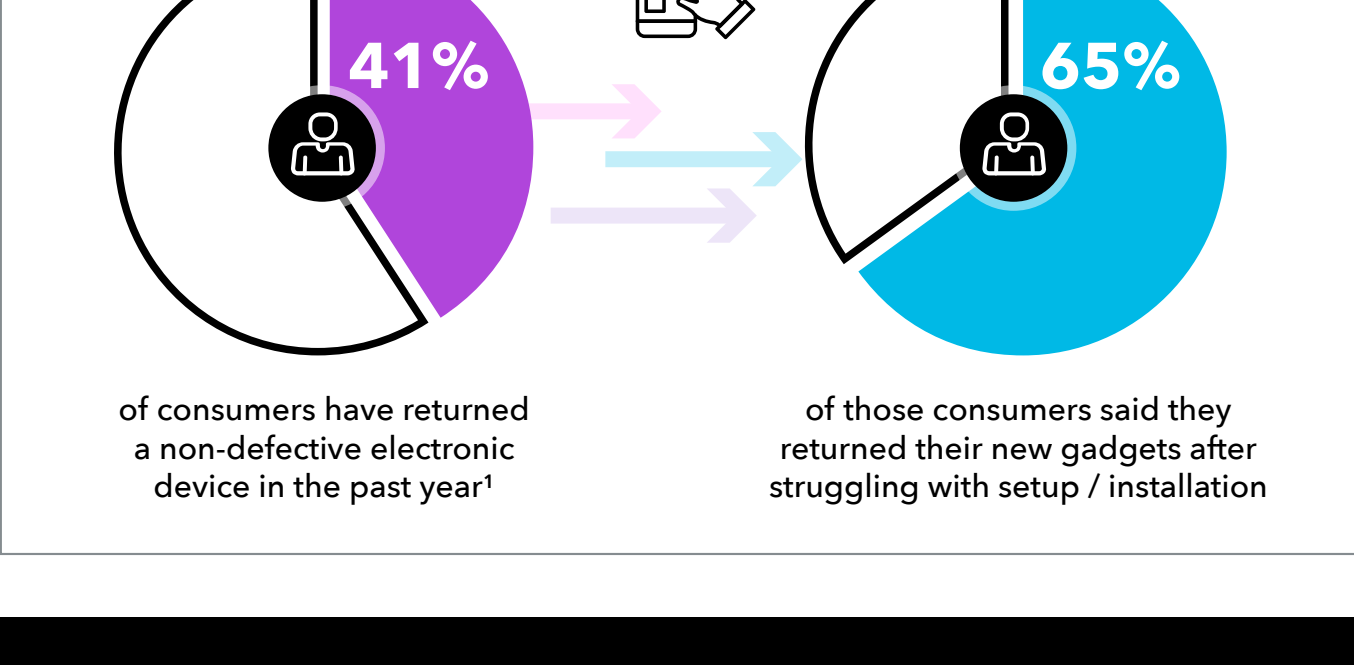
COST AND ROI

"How much does it cost?" is the first question companies usually ask about any new technology. An organization wants to see where, how and when their investment will pay off. Once you see that quote on new technology, be sure to factor in the costs you are already paying out. These could include:

Current cost of a service call:

\$350 to \$750

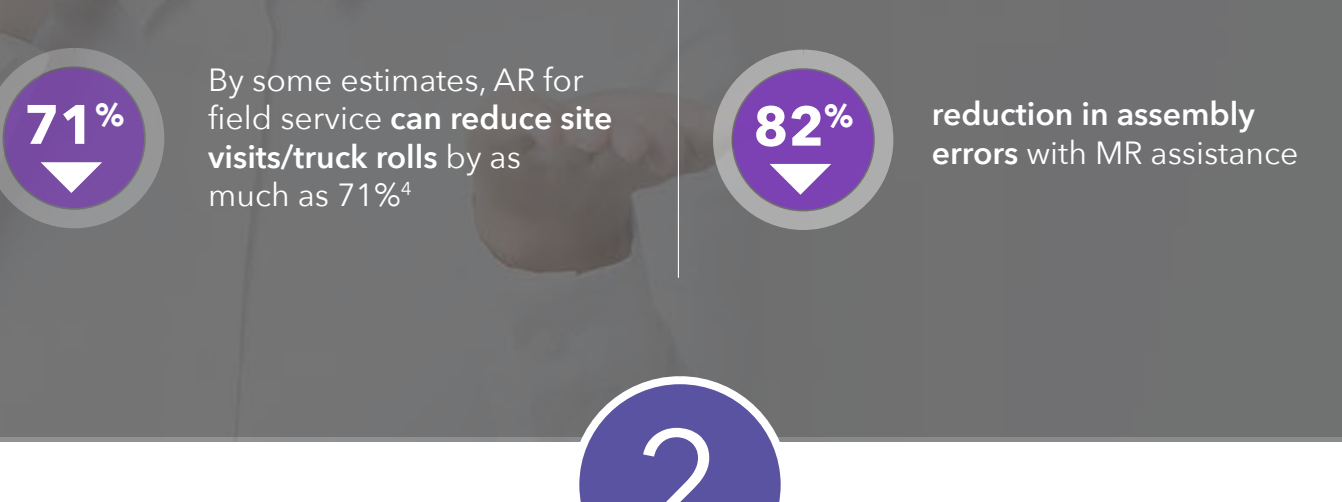
per field service visit/truck roll depending on your industry



NFF returns are believed to cost mobile phone carriers **\$5.5 billion per year²** and the U.S. Department of Defense more than **\$2 billion per year³**

MR IN ACTION

Companies often see **20% to 30% reduction in no fault found returns** when the customer support agents can quickly assess customer issues

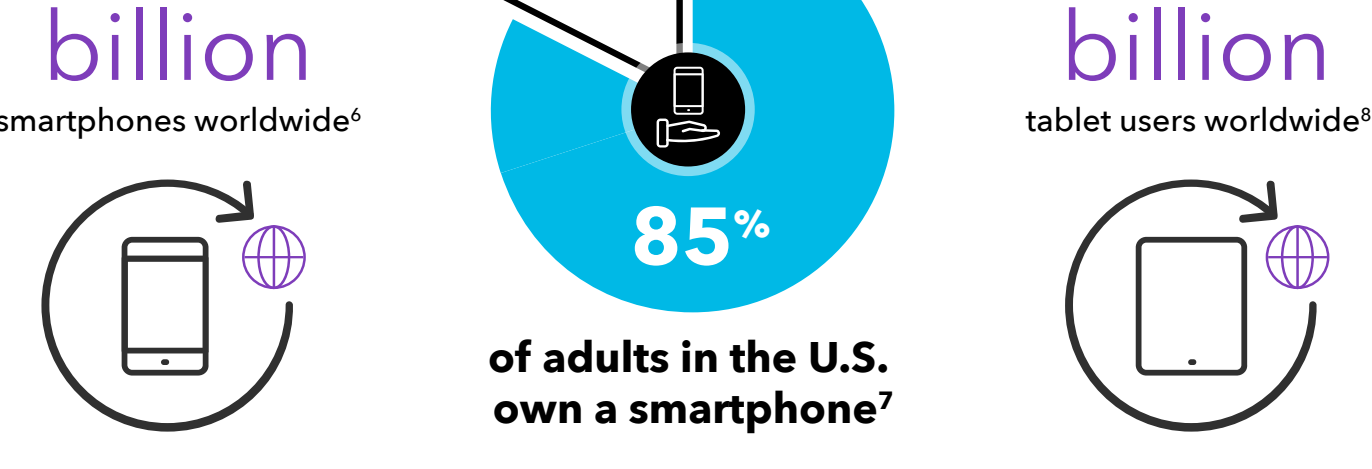


2

SPECIAL EQUIPMENT NECESSARY?

No, the latest AR/MR technology can work through devices that most people already own and use. Users don't even need to download an app to their phone. An interactive session can be initiated by sending a link by text or chat.

The only device needed is probably already in their pocket

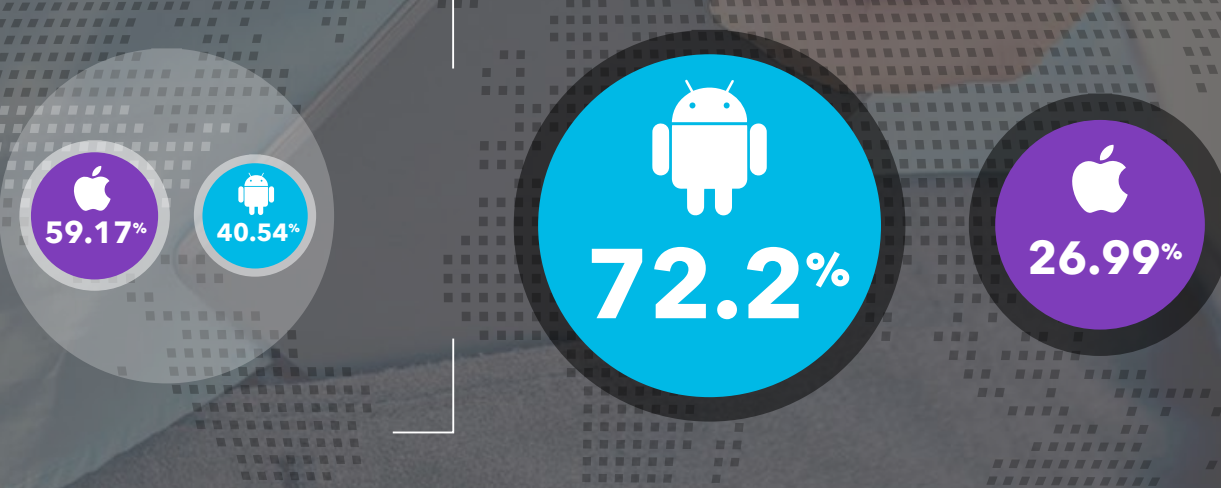


PLATFORM AGNOSTIC

The best MR technology should handle all possible combinations of interfaces (Android to Android, Apple to Android, Android to web, etc.). Your solution should have interoperability, not tied to a particular type of hardware but able to "talk to" all of them.

U.S. market share of devices favors Apple

But the global market share of devices is majority Android⁹



3

ADOPTION RATE

A third challenge is the time required to empower employees and customers to adopt a new technology like mixed reality. Here we quote TSIA's John Ragsdale, Distinguished VP, Technology Research.

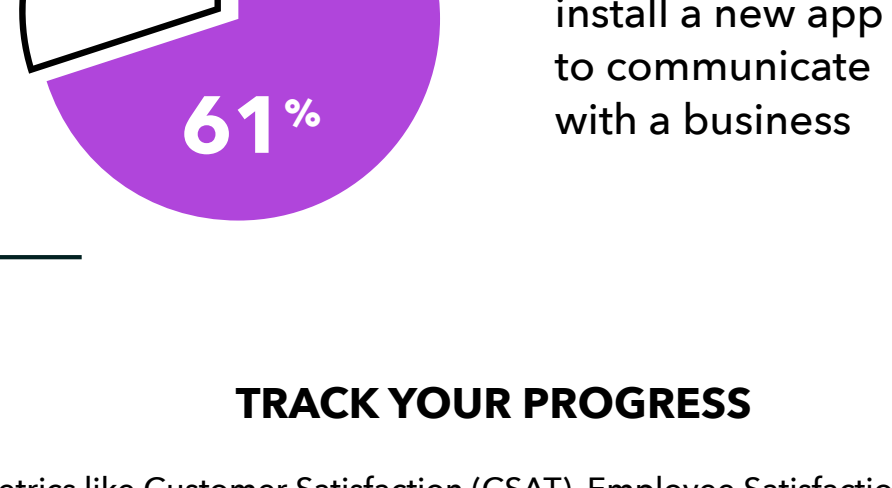
Ragsdale's Law:

"Convenience overrides paranoia."

Once people understand how easy a technology is to use, the benefits it brings to their lives and how convenient it makes their work, they get over fears rather quickly. A frictionless software solution makes all the difference. Anything that makes it easy to do business with you will add value.

SOFTWARE ONLY

In a 2019 study from Twilio:



TRACK YOUR PROGRESS

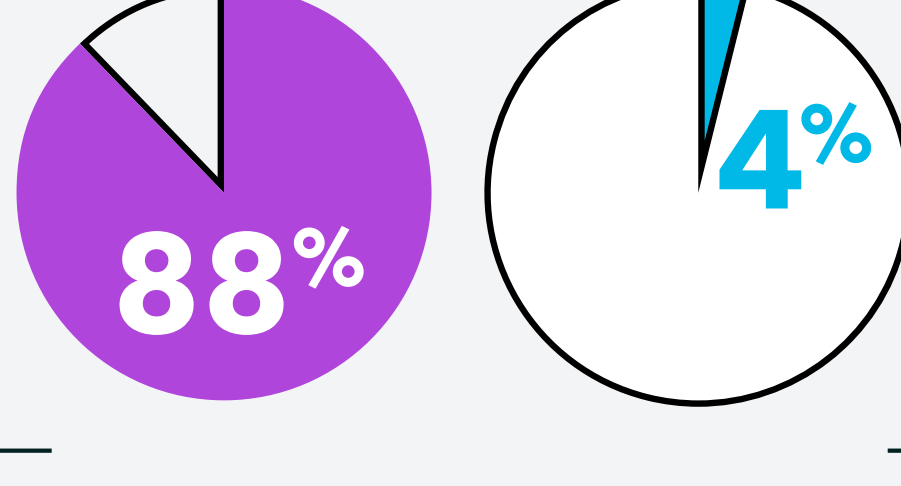
Key metrics like Customer Satisfaction (CSAT), Employee Satisfaction (ESAT) and Customer Effort Scores (CES) can help you measure adoption. CES ties directly to the Net Promoter Score (NPS) and influences your customer value, renewal rates and other metrics. For long-term profitability, companies want the customer experience to be as close to effortless as possible. Here's a little on how CES makes dollars and sense:¹⁰

Purchasing Power:

94% of customers going through an effortless experience are likely to **repurchase** vs. only 4% of those who went through a high level of effort

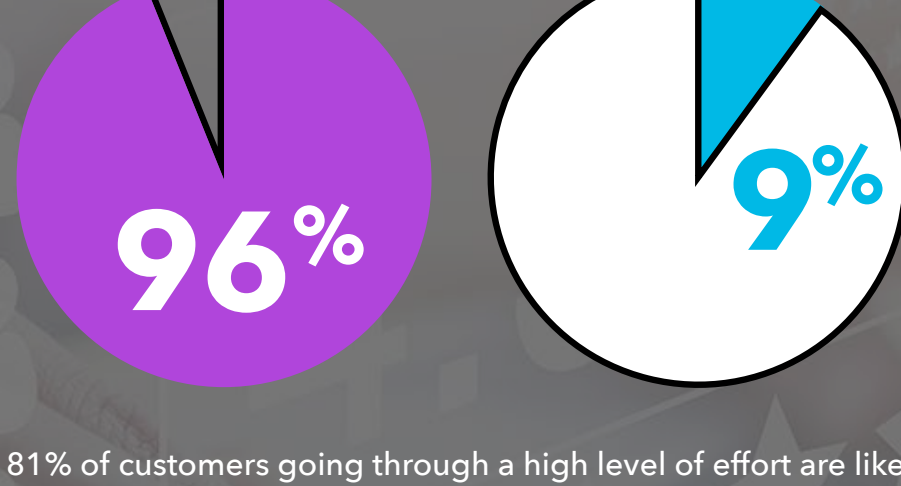


88% of customer going through an effortless experience are likely to **spend more** vs. only 4% of those who went through a high level of effort

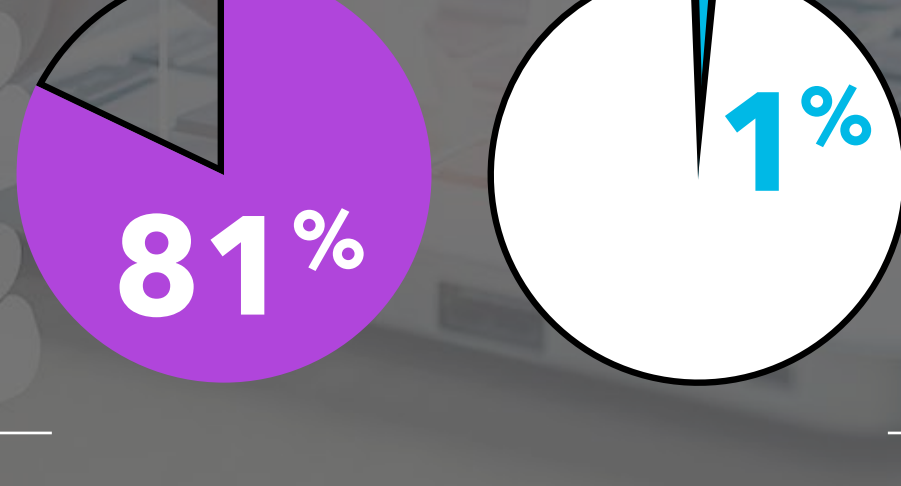


Loyalty and Commentary:

96% of customers going through a high level of effort are likely to **churn** vs. only 9% of those who went through an effortless experience



81% of customers going through a high level of effort are likely to **share their bad experience** with friends vs. only 1% of those who went through an effortless experience



THE BOTTOM LINE:
Make the solution simple and accessible, and adoption should follow.

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, 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 and follow us on Twitter at @CGSinc and @LearningCGS and on LinkedIn. Email us at learning@cgsinc.com.