+Rescue
by LogMeIn

Based on a commissioned
survey conducted by

FORRESTER®

Providing On-site Equipment Support in a Socially Distanced World

Solving Physical Support Issues in an Increasingly Remote World

Social distancing brought about by the COVID-19 (coronavirus) pandemic is highlighting a gap in how businesses will continue to support consumers and remote employees who have traditionally relied on in-person or on-site support for issues with equipment and physical spaces.

- Customers can no longer pop into a physical location to drop off a product for service or have a service person walk them through an issue or equipment setup.
- Sending a field technician to a residence or office location is now all but impossible, unless it's outside a building.
- And companies now faced with a remote workforce must immediately stand up home offices and offer continued support remotely to avoid a disruption in business.

Additionally, isolation is taking an emotional toll on customers and remote workers. How can you ensure they feel supported now that support is no longer physically present?
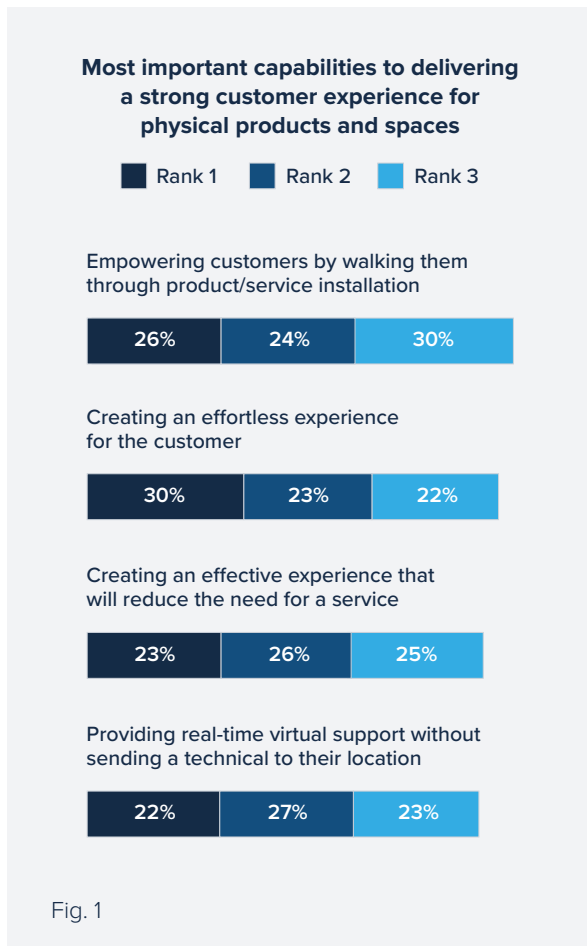
Visual engagement technology, including live video streaming and annotations, is being used by businesses to solve issues remotely and create a more authentic and effortless experience that reduces anxiety and earns their trust and loyalty.

In December 2019, LogMeIn commissioned Forrester Consulting to evaluate the current market for visual engagement tools. Forrester conducted an online survey with 300 respondents at the manager level or higher in customer experience/support, eCommerce, or digital innovation, to explore this topic. LogMeIn has used that data to derive key insights to help you better navigate supporting physical devices and environments in an increasingly remote world.
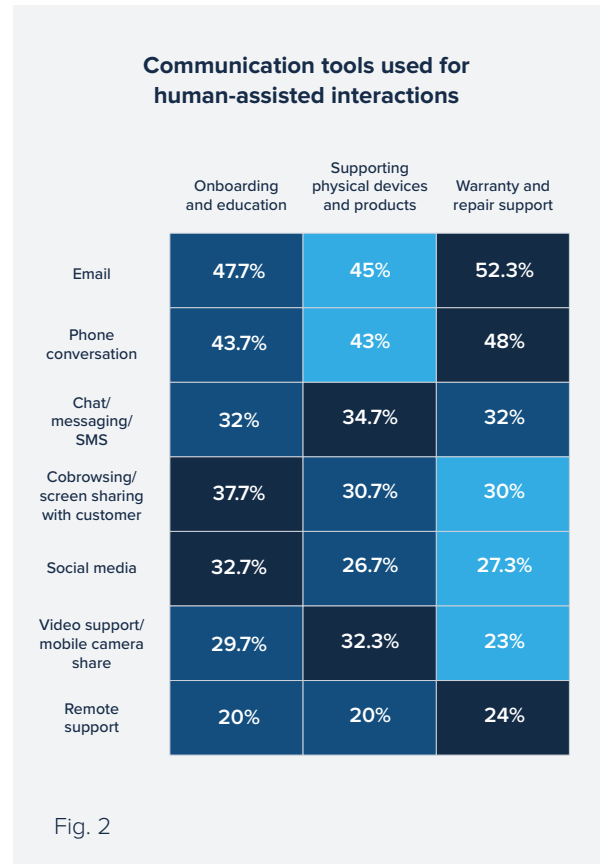
Global Pandemic Highlights the Need for Remote Equipment Support

The worldwide pandemic has caused a seismic shift in how companies operate. CX capabilities that only months ago were goal-worthy are now critical business drivers.

It's almost as though survey respondents had a crystal ball into how quickly and dramatically the world – in particular, supporting physical equipment and spaces – was about to change. Respondents' stated that em-powering customers (80%) and creating an effortless experience (75%, see Figure 1) were top priorities for a strong customer experience. They want to be able to show customers how to install or use devices and remove any friction points as part of that remote support experience. With businesses and customers operating virtually, this is now more critical than ever.

Most important capabilities to delivering a strong customer experience for physical products and spaces

Rank 1 Rank 2 Rank 3

Empowering customers by walking them through product/service installation

| 26% | 24% | 30% |

Creating an effortless experience for the customer

| 30% | 23% | 22% |

Creating an effective experience that will reduce the need for a service

| 23% | 26% | 25% |

Providing real-time virtual support without sending a technical to their location

| 22% | 27% | 23% |

Fig. 1

Base: 300 customer experience and support/service, eCommerce, field service, and/or digital innovation decision makers
Source: A commissioned study conducted by Forrester Consulting on behalf of LogMeIn, December 2019

Communication tools used for human-assisted interactions

	Onboarding and education	Supporting physical devices and products	Warranty and repair support
Email	47.7%	45%	52.3%
Phone conversation	43.7%	43%	48%
Chat/ messaging/ SMS	32%	34.7%	32%
Cobrowsing/ screen sharing with customer	37.7%	30.7%	30%
Social media	32.7%	26.7%	27.3%
Video support/ mobile camera share	29.7%	32.3%	23%
Remote support	20%	20%	24%

Fig. 2

Base: 300 customer experience and support/service, eCommerce, field service, and/or digital innovation decision makers
Source: A commissioned study conducted by Forrester Consulting on behalf of LogMeIn, December 2019

With the world on lockdown and individuals in isolation, there's a sense of urgency to resolve issues quickly and efficiently. Yet most businesses rely on traditional channels like email, phone, and messaging (see Figure 2), but these channels alone don't allow them to see what the customer sees. While obviously popular, they're simply not enough to quickly and efficiently resolve issues with physical devices and spaces.

Phone is one-dimensional.
Many support interactions begin on the phone, but it's difficult for customers to accurately describe what they are seeing and for agents to describe the necessary steps to resolve a problem they can't see. A lot can be lost in conversation, which can result in long, frustrating calls.

Chat requires a lot of back and forth.
Chat is a medium of short statements, making it difficult to move the conversation along when more expla-nation is needed. Customers will attempt to capture the essence of the issue in as few words as possible, which can leave a lot of important information out of the equation.

Email takes a long time.

The service level agreement (SLA) for email is measured in days, not minutes or seconds. While waiting for a reply, customers may lose patience and remote workers will lose productivity. When they finally get a response, they will need to figure out how to follow instructions on their own without real-time assistance.

The right tool for the job is interactive video support.

It's simple – agents need to see what they're supporting in real time. Some businesses are making do with screen-sharing or consumer apps, but these tools are not the best fit. For instance, using an online meeting application is clunky. It will be difficult for the customer to show their issue from a laptop camera. Tools like Facetime or Skype aren't ideal either. The end user may not have the application, requiring a download and added time to the call. Furthermore, solutions like these aren't integrated within the contact center, so there are no opportunities for oversight.

Advancements in streaming video from a mobile device's camera have created a purpose-built solution for supporting physical equipment and spaces. Modern solutions are entirely browser based, so there is no app to download or install on the end user's mobile device. This is ideal for one-time fixes, like onboarding or insurance claims, when customers may be reluctant to commit to an app download for just one use. All that's needed is an internet connection and a mobile phone or tablet with a browser. The streaming quality provides a clear, real-time lens into the issue and in-session tools like annotations, text, and VOIP create a 360-degree view of the problem and path to resolution.

Not convinced? Let's look at how this new approach can quickly resolve some of the most common, and frustrating, equipment support scenarios.
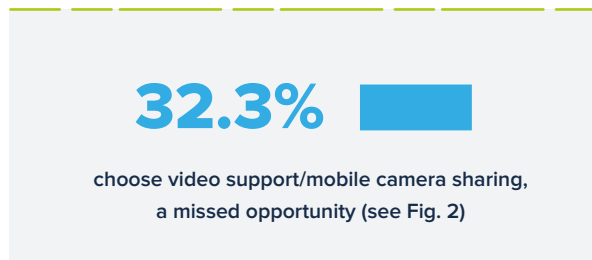
32.3%

choose video support/mobile camera sharing,
a missed opportunity (see Fig. 2)

Base: 300 customer experience and support/service, eCommerce, field service, and/or digital innovation decision makers
Source: A commissioned study conducted by Forrester Consulting on behalf of LogMeIn, December 2019

Camera Sharing Is the Best Choice for Key Use Cases

For supporting physical equipment and products

When guiding customers and remote workers through DIY installations, troubleshooting issues, and providing virtual walkthroughs of physical devices and products, less than a third (32.3%) of respondents are choosing video support/mobile camera sharing (see Figure 2). Organizations should consider augmenting voice and messaging channels with camera sharing and annotations to reduce average handle time, increase first contact resolution, and eliminate truck rolls.

Troubleshoot: With camera sharing, agents would be better poised to assist customers more quickly and efficiently. With eyes on the physical equipment or product, agents can walk the customer through what to do to fix an issue in real time. Given the right technology, they can freeze the video to make on-screen annotations, pointing out to customers exactly where they should focus their attention.

Set Up: Camera sharing allows support teams to visually guide a customer or remote employee to help them set up a device with less frustration. The agent can correct the end user immediately when they see them make a wrong move, before it's too late and extra work is required.

Train: People learn by doing. Agents can use camera sharing to walk customers through using a device or product to help them get more value out of their investment. Agents can visually guide customers step by step, ensuring the customer fully understands how to use the product at every stage of the walkthrough.

For warranty and repair support

Less than a quarter (23%) of respondents use video support/mobile camera sharing to visually inspecting hardware for warranty claims (see Figure 2). It's a missed opportunity.

The typical claims process is lengthy and involves multiple touchpoints. More steps mean more work for your agents, and your customers don't get reimbursed quickly enough. With camera sharing, you can condense days of work into minutes.

Inspect: Claim agents can visually inspect hardware for warranty claims on the first call. No need to send someone for onsite assessments or require customers to send in a photo or receipt.

WHITE PAPER

Capture: Capture a photo of a damaged appliance for record keeping. Guide the customer where to take the photo to ensure that you get what you need the first time.

Reduce Truck Rolls: Guide customers on how to repair physical devices to close tickets faster without having to send a field agent on site.

Optimize On-site Visits: If a truck roll is absolutely required, first visually inspect the device to understand what tools, parts, or technicians are best to send. If senior expertise is needed, bring them in virtually instead of following up with another on-site visit.

For onboarding and education

When providing product onboarding and education, only 29.7% of respondents use video support/mobile camera sharing (see Figure 2).

But this is how you can provide virtual hands-on product demonstrations to your customers, leaving them with a more memorable and meaningful experience. With this high-touch personalized service, they are more likely to purchase from you again and pass along a good word to friends and colleagues.

Teach: Watch your customer interact with their product as you highlight key features and benefits to ensure they learn and understand what you are trying to teach them.

Increase Adoption: Walk your customer through how to best leverage a product for their specific needs to maximize the value of their purchase and the likelihood of using it moving forward.

Work Shoulder-to-Shoulder: Be on site with remote employees virtually and inspect office equipment that may vary widely from home to home. This allows IT to work more efficiently and teaches employees how to interact with their own equipment.
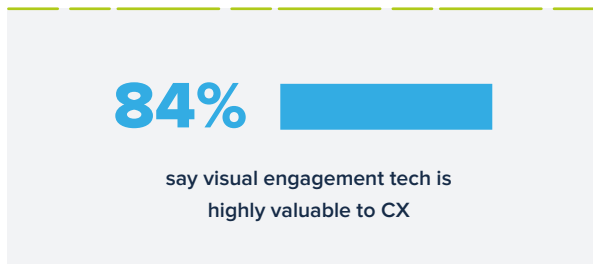
84%

say visual engagement tech is
highly valuable to CX

Base: 300 customer experience and support/service, eCommerce, field service, and/or digital innovation decision makers
Source: A commissioned study conducted by Forrester Consulting on behalf of LogMeIn, December 2019
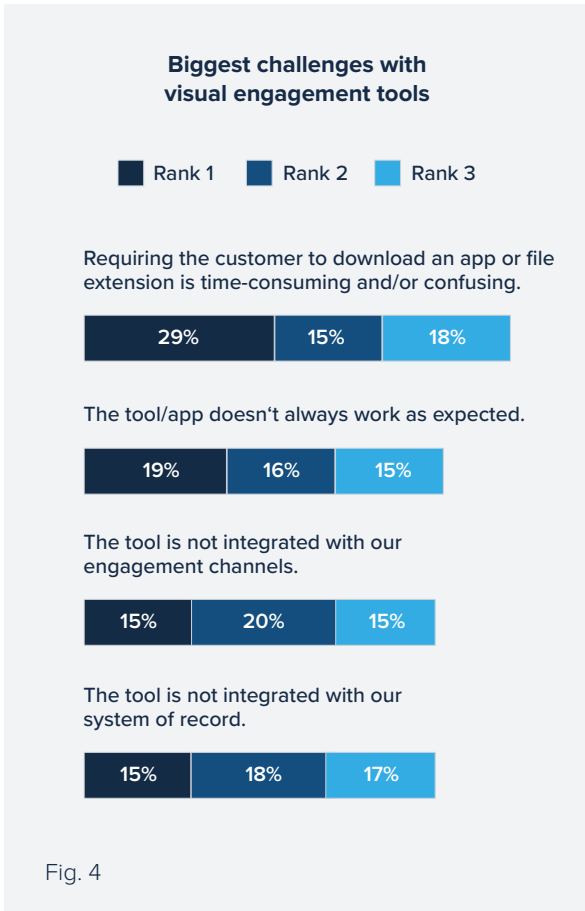
To Maximize the Value of Visual Engagement Solutions, Companies Need Better Tools

Although companies are defaulting to traditional communication methods when helping customers with equipment support, CX professionals are coming around to the idea that visual engagement solutions can help them meet their top goals. The vast majority of respondents (84%) see the value of having these solutions in their businesses. They expect visual engagement technology to help them provide greater personalization, reduce the pressure on contact centers, foster customer trust, and reduce customer effort (see Figure 3). But realizing these benefits will largely depend on the solution they choose.

Benefits hoped to gain from this technology

57.4% Creating a personalized customer experience

55.9% Creating an effective experience that will reduce the need for future inquiries by the customer

54.4% Creating trust between the customer and our representative

54.4% Creating an effortless experience for the customer (minimal extra steps to accomplish the goal)

Fig. 3

Base: 300 customer experience and support/service, eCommerce, eld service, and/or digital innovation decision makers
Source: A commissioned study conducted by Forrester Consulting on behalf of LogMeIn, December 2019

For companies already using a visual engagement tool, the number one challenge they face is requiring customers to download an app or extension (see Figure 4). This can be time consuming and confusing for the customer – not a great way to begin a support session and it negatively impacts contact center metrics like average handle time (AHT).

**Biggest challenges with
visual engagement tools**

■ Rank 1   ■ Rank 2   ■ Rank 3

Requiring the customer to download an app or file extension is time-consuming and/or confusing.

| 29% | 15% | 18% |

The tool/app doesn't always work as expected.

| 19% | 16% | 15% |

The tool is not integrated with our engagement channels.

| 15% | 20% | 15% |

The tool is not integrated with our system of record.

| 15% | 18% | 17% |

Fig. 4

Base: 300 customer experience and support/service, eCommerce, field service, and/or digital innovation decision makers
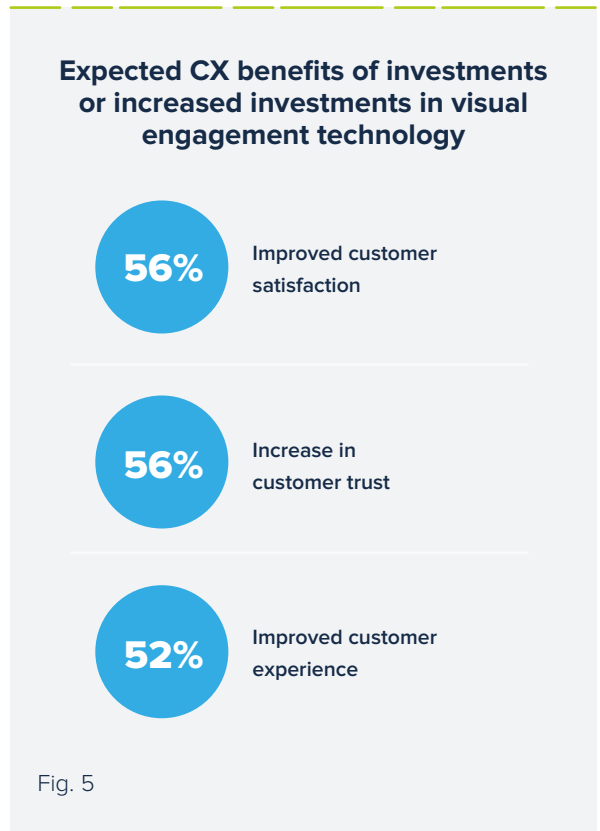**Source:** A commissioned study conducted by Forrester Consulting on behalf of LogMeIn, December 2019

Three challenges tie for second place:

• Current tools don't always work as expected. This requires agents to spend unnecessary time troubleshooting the solution when they should be resolving the customer's issue.

• Current tools are not integrated with the company's engagement channels. Using siloed technologies, an agent won't be able to simply start up a camera-sharing session from an existing conversation, causing the experience to be disjointed.

• Current tools are not integrated with a company's system of record. Businesses are unable to appropriately audit and record sessions for compliance or training purposes or save images to a centralized system for future reference.

Companies simply need a better camera-sharing solution.

To create a more personal and effortless experience, businesses will gravitate towards the very best visual engagement technology. The vast majority (89%) of firms indicated that they are likely to invest, or increase investments, in visual engagement technology in the next 12 months. The expected returns on this investment are improved customer trust (56%), customer experience (52%), and customer satisfaction (56%, see Figure 5).

**Expected CX benefits of investments
or increased investments in visual
engagement technology**

56% Improved customer satisfaction

56% Increase in customer trust

52% Improved customer experience

Fig. 5

Base: 300 customer experience and support/service, eCommerce, eld service, and/or digital innovation decision makers
Source: A commissioned study conducted by Forrester Consulting on behalf of LogMeIn, December 2019

KEY RECOMMENDATIONS

Selecting the right camera-sharing solution is key to creating the personal and effortless experiences companies are prioritizing now more than ever when remotely supporting physical devices and spaces. Not only will it allow you to seamlessly support customers and employees when miles away, giving them peace of mind, but it streamlines and accelerates support, allowing you to eliminate truck rolls and the associated cost and risk to your technicians, remote workers, and customers.

Use these recommendations to help ensure that the camera-sharing solution you choose has the capabilities your business needs to realize your CX goals and achieve success in an increasingly remote world.

No downloads
At the bare minimum, your solution should be download-free. Navigating app stores and walking someone through an app installation wastes precious time and is likely less desirable for one-time fixes. An entirely browser-based camera-sharing solution will not require any downloads, so your customers and remote employees can join a session without any unnecessary friction and your agents can be on site with them virtually in an instant.

Channel Agnostic
You shouldn't have to jump platforms to add a visual dimension to a conversation. A channel-agnostic camera-sharing solution can augment any conversation, like a phone call or chat, with live video streaming. Agents can keep a customer on the phone or chat, see the issue for themselves, and seamlessly guide customers to a resolution.

Standalone Solution
In addition to being channel agnostic, the solution needs to be platform agnostic. It should not rely on a larger solution, like a remote support or customer engagement platform, or else only agents who are trained on that larger platform will be able to use it. A more nimble, purpose-built solution will deliver a higher level of customer service across the customer journey.

Annotations
Guiding customers will be easier and clearer if agents can circle, highlight, number steps, and write on the screen. Look for a solution that allows support agents to pause the video and use onscreen annotations to help explain a solution and guide customers step by step.

Business Integration
As with most solutions, you will want to ensure that your camera-sharing solution plays well with your business ecosystem. Look for a solution that provides this integration as well as the controls and capabilities you need to run your business securely and efficiently.

VoIP Audio
Not all conversations start on the phone, so you want to be sure that your camera-sharing solution gives you the ability to add audio when needed. Beyond needing to hear your customer as agent works alongside them, you may need to hear sounds from the device in order to pinpoint a problem and guide a fix. Built-in audio makes it easy to communicate while seamlessly resolving the problem.
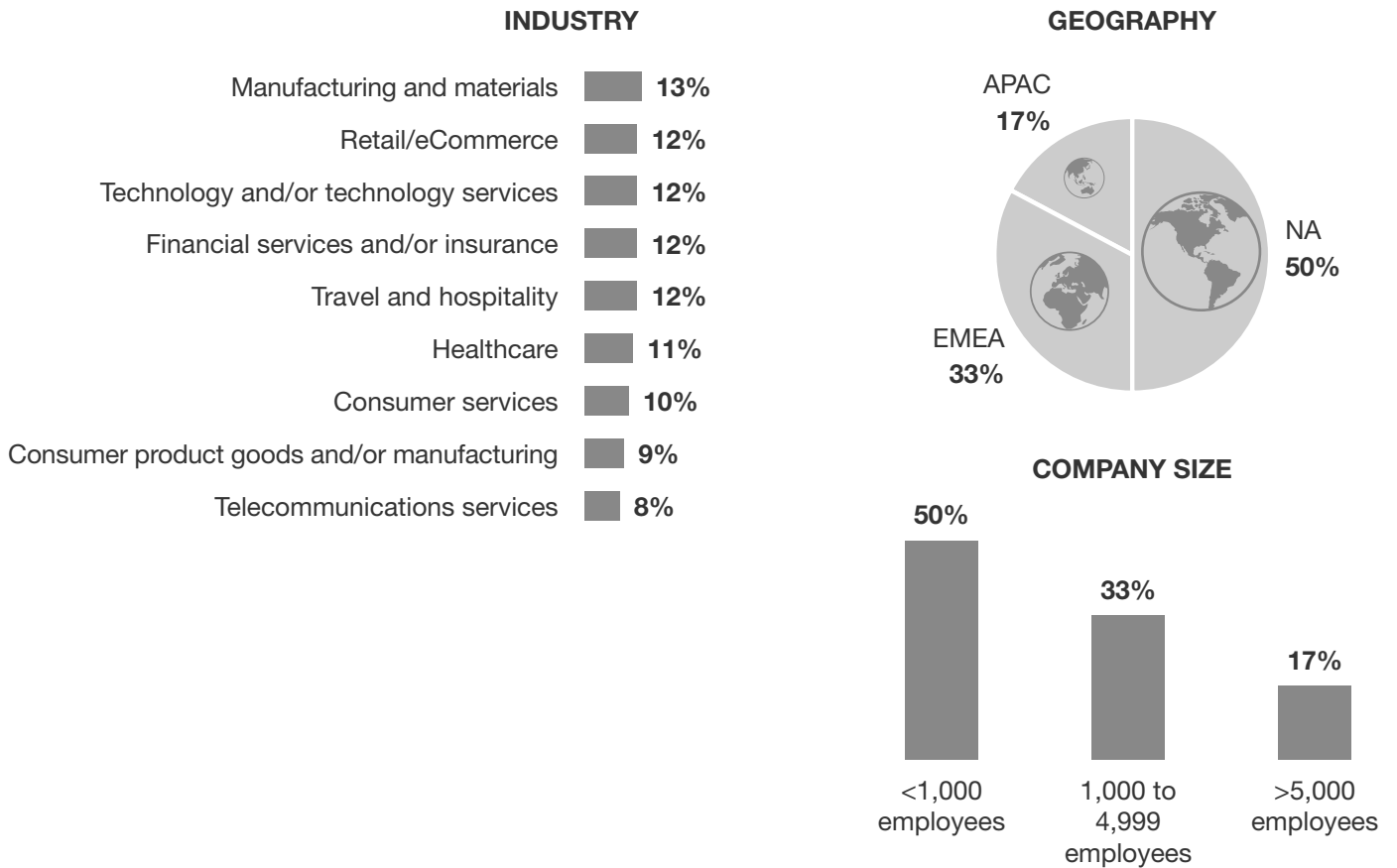
Administration
A user-friendly admin center will allow you to take granular control over the features and functions available to your agents, while recording and reporting will facilitate agent training and compliance. Together, these features help you ensure a secure and well-supervised experience for customers and your business.

Appendix A: Methodology

In this study, Forrester conducted an online survey of 300 respondents across industries in APAC, North America, and EMEA to evaluate the current market for visual engagement technology. Survey participants included decision makers in customer experience/support, eCommerce, or digital innovation. Questions provided to the participants asked about their current practices and challenges as they pertain to human-assisted interactions and visual engagement tool usage. The study began in November 2019 and was completed in December 2019.

Appendix B: Demographics

INDUSTRY

Manufacturing and materials	**13%**
Retail/eCommerce	**12%**
Technology and/or technology services	**12%**
Financial services and/or insurance	**12%**
Travel and hospitality	**12%**
Healthcare	**11%**
Consumer services	**10%**
Consumer product goods and/or manufacturing	**9%**
Telecommunications services	**8%**

GEOGRAPHY

APAC
17%

NA
50%

EMEA
33%

COMPANY SIZE

50%
<1,000 employees

33%
1,000 to 4,999 employees

17%
>5,000 employees

Base: 300 customer experience and support/service, eCommerce, field service, and/or digital innovation decision makers
Note: Percentages may not total 100 because of rounding.
Source: A commissioned study conducted by Forrester Consulting on behalf of LogMeIn, December 2019