

# Empowering Xerox's Field-Service Force with Augmented Reality

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## Maintaining High Service Standards

It's not hard to imagine that in today's market, your customer's success is dependent on the speed and quality of the service provided by your company. This is the situation in highly competitive print market. Many printers utilize similar state-of-the-art equipment and systems in their establishments and printing has become a commodity business. In a commodity market, suppliers compete based on time and cost. If a printer cannot turn a print job around quickly, say within 20 to 30 minutes, the customer will seek an alternative option. So, it probably comes as no surprise that printers are highly dependent on their equipment suppliers to ensure that the equipment, so critical to operations, is operating properly and at full capacity during their typical working hours (e.g., 3 shifts/24 hours per day). Extended periods of downtime, output errors, and printing glitches (e.g., smudges, smears, color mismatches) are unacceptable.

Ensuring high levels of machine uptime and quality print output places increased pressures on manufacturers for service and support. Regardless of whether they are forced to deal with a hardware issue or an application error, customers demand rapid response and fast resolution. If service is not provided in a reasonable timeframe, manufacturers run the risk of losing customers as well as click-through revenue. As digital printing technology becomes more complex and sophisticated (think expanded feature/functionality), customers need more support and manufacturers find that they must hire more field service technicians to keep up with increased service demand.

## A Growing Concern

Xerox Israel found itself in a similar situation during the second half of 2016. Increasing headcount was not an option because it would have had an adverse impact on operating margin. Maintaining the status quo was also not possible. With a 77% market share, Xerox's Israel-based service management team understood that it had to find an innovative and creative solution to overcome this challenge. Otherwise, they would run the risk of losing market share. That's when Xerox's Customer Service Manager, Eyal Mantzur, became aware of Fieldbit Hero™, an Augmented Reality (AR) software platform from Fieldbit Ltd. The Fieldbit solution is comprised of smart glasses and software that enables collaboration of live streaming and recording of video, audio, images, and text.

Prior to implementing Fieldbit, Xerox's customers would call the Xerox Welcome Center and notify them of their problem. The Welcome Center would dispatch a Field Engineer (FE) who would call the customer back and attempt to resolve the problem by phone. Usually, the callback was made because the FE was at another customer's site. Often, the FE needed to travel to the new customer site to see the problem, diagnose it and resolve it. The net impact was that customers had to wait hours for an FE to arrive on-

site to resolve hardware faults and application issues. This resulted in unhappy customers and, ultimately, lost business. FEs were also not as productive as they could be while on-site because they were often multi-tasking on the telephone with other customers who required help. A stressful situation for all parties involved!

## New Realities, New Possibilities, Better Results

Upon learning of the Fieldbit solution, Mantzur and his team realized they needed to redefine their support paradigm to provide better service to customers and achieve better results. They placed an experienced technician in the Welcome Center who was responsible to use Fieldbit Hero™. He provided technical support to both customers and FEs, who would also have access to the application. By using this solution, the expert support specialist and FEs could observe the problem that the customer (i.e., machine operator) was experiencing and provide instructions, in real-time, in the form of Augmented Reality (AR) content (e.g., video, images, text, etc.) on how to best resolve the problem. If they could not resolve the problem remotely, they provided the customer with a workaround until the FE could arrive on-site. More importantly, they could provide the FE with the knowledge and resources (e.g., parts, repair instructions, etc.) needed to resolve the issue on the first visit to the customer site.

### *“We achieved dramatic improvements in our Service KPIs with Fieldbit”*

The Xerox team realized exceptional results in several areas of their service operation after implementing Fieldbit including:

- 76% improvement of remote resolution rates within four (4) months of implementing Fieldbit
- 67% improvement in First Time Fix (FTF) rates
- 20% increase in FE utilization while the total elapsed time to resolve a service request (e.g., telephone time, travel time, on-site repair time, etc.) was reduced by 2 hours

Most of Xerox’s FEs are now able to handle at least one additional service event per day. These performance gains result in real cost savings for Xerox because the service team does not have to hire more staff to support customer demand and travel costs are reduced.

While these internal performance gains are impressive, the impact on customer satisfaction is even greater. “The customer feels very happy and empowered when we

help him solve the problem using Fieldbit,” boasts Mantzur. “He feels he is the service hero. The quality of interaction between customers and FEs as well as remote technical support personnel is also much better because everyone can see and talk about the same thing. There’s no guessing anymore. With Fieldbit, customer satisfaction at Xerox improved significantly, to 95%, per Xerox’s most recent customer satisfaction research. Furthermore, customers experience shorter periods of downtime and receive more accurate advice or recommendations on how to improve both machine uptime and the quality of print output.

## Ensuring Buy-in

Like many service executives, Eyal Mantzur was initially uncertain about what AR could do for his company. He first learned about it from referral by a colleague. However, Mantzur notes that AR is a difficult concept to describe verbally. It is something that you need to see to understand. Mantzur had many pressing questions when he first heard about Fieldbit... Would it work, would customers be receptive, would the field service organization embrace it?” These fears were quickly dismissed after seeing the product in action. Things started to connect for Mantzur when he realized Fieldbit could help his team see what the customer is talking about and then use AR content in the form of video, text, and images to show the customer and/or FE exactly what to do to resolve the problem.

*“Our Field Engineers are more productive and our customers are much happier”*

The management team at Xerox clearly understood the value of AR. This was not necessarily the point of view of the field service organization. Some of the FEs did not understand the power of the tool. Some were afraid of being replaced or marginalized by the tool. Mantzur overcame this challenge by showing his FEs how Fieldbit enabled them work smarter rather than harder. In doing so, he offered them a trade-off they could embrace - either continue to be stressed out by complaining customers, or enjoy a better quality of work and more satisfied customers by using Fieldbit. Once the FEs started using Fieldbit “they fell in love with it,” claims Mantzur

## Working Smarter, Not Harder is Better for Everyone

Fieldbit is fast becoming an integral part of Xerox Israel's service and support strategy. The goal is for Xerox Technical Support Specialists to reside at the Welcome Center and provide first-level support to customers. The number of specialists will also increase. By utilizing Fieldbit, everyone from the specialist to the FE to the customer can work smarter, and FEs will no longer operate purely in demand mode. Instead, they will have more time to perform periodic/scheduled maintenance, which in turn will improve machine performance and print quality output. "Instead of maintenance leading us, we will be able to lead maintenance", claims Mantzur. "It will also allow the customers to be more productive during their normal business hours. They can do a better job at planning their workload. Our FEs will also be under less stress and experience greater productivity".

*"Fieldbit provides us with a competitive advantage and a source of differentiation in the market"*

In a highly competitive market like printing, manufacturers must constantly be on the lookout for ways to gain a competitive advantage. The Xerox service organization is on the front line when it comes to ensuring customer satisfaction and loyalty. Their FEs play a critical role in maintaining high levels of uptime and quality for their customers. Mantzur's advice for any service executive skeptical about using Fieldbit is to see a demo and experience it firsthand. "Most people won't understand the power of Fieldbit until they see how the technology performs," he notes. Even the customer will not appreciate its value until they use it for the first time; then they will demand it all the time." It is for this reason that Mantzur believes Fieldbit provides Xerox with a competitive advantage and a source of differentiation in the market.

## ABOUT XEROX

Xerox Corporation is an \$11 billion technology leader that innovates the way the world communicates, connects and works. Our expertise is more important than ever as customers of all sizes look to improve productivity, maximize profitability and increase satisfaction. We do this for small and mid-size businesses, large enterprises, governments, graphic communications providers, and for our partners who serve them.

We understand what's at the heart of work – and all of the forms it can take. We embrace the increasingly complex world of paper and digital. Office and mobile. Personal and social. Every day across the globe – in more than 160 countries – our technology, software and people successfully navigate those intersections. We automate, personalize, package, analyze and secure information to keep our customers moving at an accelerated pace.

## ABOUT FIELDBIT

Founded in 2014, Fieldbit is bringing the field services industry to a whole new level. The innovation is brought to you by a group of visionaries with a combined 100+ years of experience in automation, industrial control, computer vision, big data, and computer storage. Fieldbit's augmented reality (AR) collaboration solution sets a new standard in field service. It turns equipment manufacturers' on-site engineers into super engineers, with all the know-how they need – hands-free and in real time – to solve issues quickly and on the first call. The result is increased uptime and productivity for end users and customers alike.