

Augmented is the New Reality

Blurring the lines between today and possibilities of tomorrow in CX and CS

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“Augmented reality is the ‘boy who cried wolf’ of the post-Internet world—it’s long been promised but has rarely been delivered in a satisfying way.” – Om Malik

Agenda

Introduction

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AR, VR, MR, and DL

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Demystification

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Customer Experience

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Community Support

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Wrap Up

According to research, almost 90% of companies with annual revenues above \$100M are already applying AR or VR technology in their businesses

2X+

**Internet of Things Market
Size Growth**

Forecasts say that the IoT market will double by 2021, meaning that consumers will be interacting with devices on an almost ongoing basis. AR can help enhance the experience, for more seamless communication between the human mind, systems, and the data that IoT products generate.

66%

**Increase in user
engagement**

The longer a customer spends on your website, the more likely they are to buy something. Even if they don't purchase during a visit, the increased engagement means they've developed a relationship to your brand and your product, which makes them more likely to make a purchase in the future.

40%

Increase in Conversion

In addition to keeping people on your site longer, AR can actually boost sales. This is likely because AR gives users more information than static 2D images. In addition to offering 3D views, it can show what a product looks like in a user's space, making it much easier to make a buying decision.

35%

**Reduction in Customer
Returns**

You can expect to hang on to more of that revenue. This is particularly important if you're used to relying on in-store sales. eCommerce returns can be up to five times higher than those for goods purchased in brick-and-mortar stores.

According to a [report published by Deloitte](#), almost 90% of companies with annual revenues above \$100M are already applying AR or VR technology in their businesses

01 Augmented Reality

Augmented reality (AR) is an embellished or altered form of reality where content lays over users' real-world views. The technology allows people to add digital assets to their physical environment. **AR is a real-world environment overlaid with virtual objects**

03 Mixed Reality

Mixed reality is between these two ends which consist of AR and virtual virtuality. AR technology is closer to the end of the real environment, as the predominant perception conveyed to the users is the real world augmented with virtual objects (e.g., sounds, images, computer graphics etc.).

Immersive Experiences

Self-Service Support

Improving Decision-Making

Teaching New Skills

Virtual Reality

Virtual Reality (VR) is a computer-generated immersive environment that can be interacted with in a seemingly real way by the user using special equipment like a headset or controllers. **VR is a fully virtual environment.**

Deep Learning

- Faster E2E problem solving
- Short testing and pilot cycles
- Effective solving of complex problems
- Object classification, NLP, etc.)
- Higher clarity of CX
- Easy modeling and reusability
- Enhanced system scalability

THE UNCOMFORTABLE TRUTH IS THAT DIVERSITY WITHOUT INCLUSION CAN BE PERCEIVED AS A FAILURE

Digital realities are just as promising as other emerging areas such as Big Data, Cloud, AI, and Blockchain, and can bring a truly unique and personalized experience for customers

(1) Gaming

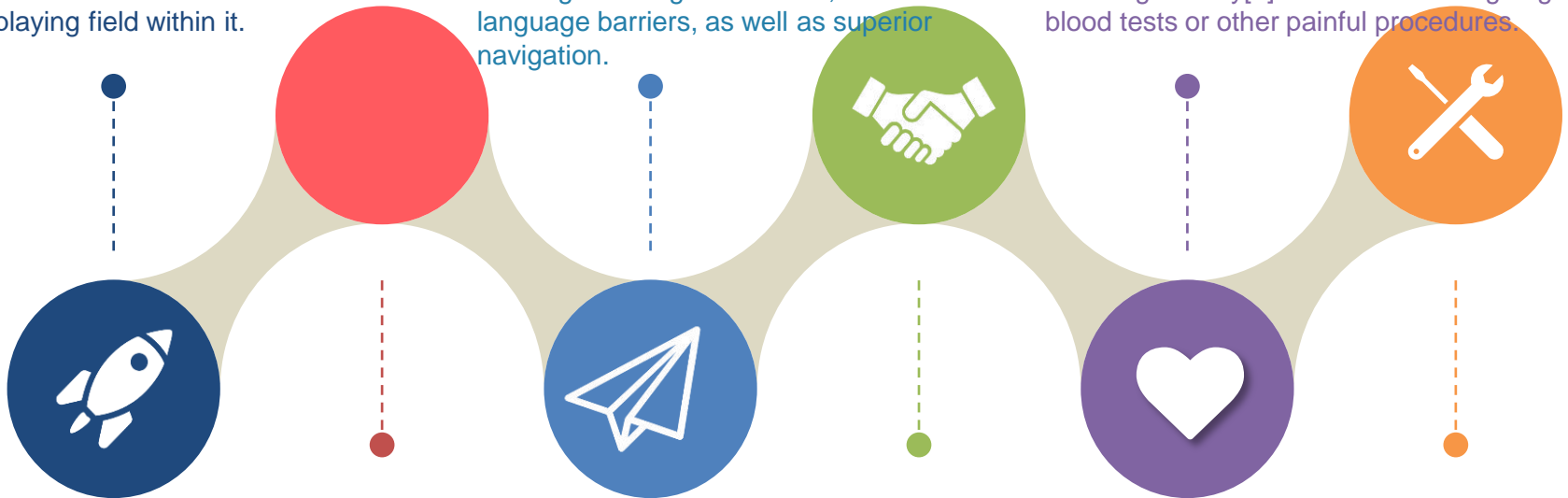
Integration of game visual and audio content with the user's environment in real time. Augmented reality gaming uses the existing environment and creates a playing field within it.

(3) Travel

Traveling is always an innovative and learning experience. With modernized devices and tools, Augmented Reality in travel and tourism comes exceedingly useful for hotel tours, booking enabling information, no language barriers, as well as superior navigation.

(5) Healthcare

There are already many examples of AR-VR adoption in healthcare, altering everything from the way medical students learn before interventional procedures[3] to helping patients with PTSD[4] and reducing anxiety[5] in children undergoing blood tests or other painful procedures.



(2) Education

Through AR, educators are able to improve learning outcomes through increased engagement and interactivity. AR in education features aspects that enhance learning of abilities like problem-solving, collaboration, and creation to better prepare students for the future.

(4) Marketing

Try Before You Buy. Customers can model and try on makeup, clothing items, and a wide range of home-related products without needing to directly interact with them.

(6) Navigation

Allows supplementing real-world objects with various tips. These tips include comments about buildings and routes, information on where the bus is going or where the certain ATM, restaurant or shop is located, etc.

By engaging with products interactively, customers will have a more-accurate experience and more realistic expectations making them far more confident about their decisions.

Immersion: Organizations can develop in-store augmented reality experiences for customers using AR-enabled apps. Customers can use such apps to unlock interactive visuals by pointing their smartphone camera at specific objects. For instance, a coffee shop can install interactive artworks that can display information about the roasting and brewing process, products, and facts about coffee after being scanned by a smartphone. Alternatively, retailers can utilize in-store AR technology to display ads about new, companion or different products. Such immersive experiences will help organizations to offer a unique and fun in-store experience.

Teaching: Customer education is one of the most effective ways to enhance customer experience and customer loyalty. Businesses can launch products that can offer a unique experience to their customers and educate them about different products and services or teach them various skills. Also, businesses can educate their customers about different features and core functionalities of a versatile product.

Enable & Empower: Augmented reality technology can allow customers in making informed decisions while buying certain products. For instance, retailers can release apps that can enable customers to transform their home to a virtual showroom, where they can try out various types of furniture. Using such virtual environments, customers can project furniture in 3D and place it in any room to understand which furniture would be suitable for their homes. With this technology, businesses can eliminate the uncertainty involved in buying products online. By utilizing AR-based product trials, businesses can effectively reduce return rates.

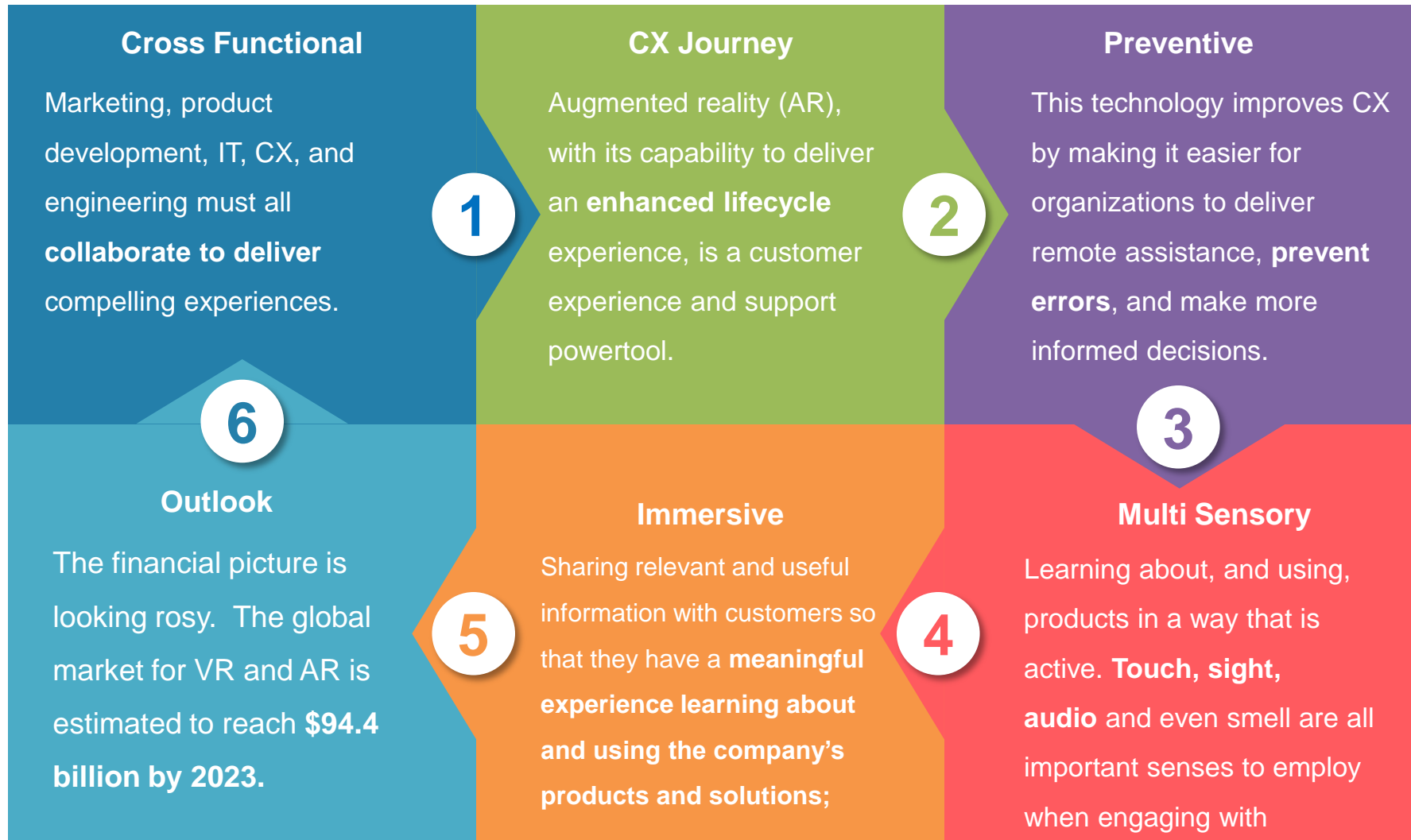
The need to delight customers at every turn will continue to grow customers become more discriminating across all markets and industries.

Contact Center Support: VR and AR can be used to train customer support agents – For companies that have many physical products, VR and AR can provide agents a way to “view” a device without the need to locate a real product.

Self-Service Support: Organizations can enable customers to self-service purchased products with the help of augmented reality technology. With the help of a smartphone, customers can view a product’s knowledge base, including manuals, training instructions, and FAQs using an AR-based overlay. Such AR-based self-service solutions can guide customers in setting up or using different functionalities of a product. With AR-enabled self-service, customers would no longer need to call customer support.

Finding Trending Products: Customers often prefer to buy trending products and businesses can help customers find such products. Businesses can display trending products using virtual product catalogs or showrooms. For this purpose, organizations can display the number of likes for different products that are collected from different social networks such as Facebook and Instagram. Businesses can also integrate this service in-store, where customers can open an app and point their smartphone camera to a specific product to view the total number of likes, the number of friends who have liked it, and like the product themselves. With the help of AR, businesses can enhance customer experience by helping them buy trending products.

We are blurring the lines between today and possibilities of tomorrow for an immersive consumer experience and customer support with AR, VR and MR



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EVENT DETAILS

Augmented reality (AR), oft-confused with virtual reality (VR), is technology that overlays computer generated images onto the user's view of the real world. This mix of reality and virtuality is where the value proposition lies – blurring the lines between today and possibilities of tomorrow for an immersive consumer experience and customer support.

Call to Action:

Identify how AR technology can be leveraged to solve your real business needs
Plan for how AR can have a meaningful impact on the E2E customer journey