

SHOW DON'T TELL:

Consumer Interest in AR Support and Service Is Growing

Spurred by the pandemic and activism for sustainable practices, U.S. consumers show a growing willingness to try augmented reality (AR) for assembly, installation and repairs of household appliances and tech devices. More than 1,000 participated in the 2021 CGS State of Augmented Reality in Customer Service Survey to share their feelings about using AR as a tool for support experiences.

INTEREST IN AR-ENABLED SERVICE INTERACTIONS



Of consumers have already used AR to fix an issue with help from a remote professional



Are interested in an expert-guided AR support experience for repairs



Have not tried AR with remote professional help simply because it's never been offered



Believe they don't have the right technology to use AR for support and service interactions

at



WOULD YOU RATHER?

Americans say they would prefer using AR with a representative to assist them instead of:

34%	Mailing an item for repair
32%	Taking an item to a store for repair
合合合合 25%	Having a technician fix in-home
\$	Explaining the problem by phone/cha

COMFORT LEVEL WITH AR SUPPORT SCENARIOS



Men vs. Women



CONSUMER ACTIVISM AND RIGHT TO REPAIR

Constantly replacing tech gear and appliances isn't sustainable for the environment or consumer wallets. The Right to Repair movement calls for legislation that encourages manufacturers to make repairs more accessible and affordable.





Of electronic trash is thrown away by American families each year*

Amount American families could save by repairing electronic products^{*}



Of consumers disposed of a household appliance because it was inconvenient to get help to fix it

In the last year:



Of consumers threw away a domestic device because it was old or they felt it was beyond repair



Of consumers reported having resolved a challenge with a household product's assembly or repair on their own

Awareness of the Right to Repair movement is growing:





Of enterprise tech execs said AR solutions will help their organizations better keep up with rising customer expectations**

Added benefits for businesses include:



 $\star \star \star \star \star$



Improving firsttime fix rates

Reducing cost of service, reducing product returns



Increasing CSAT

Augmented Reality is a natural next step for businesses wanting to provide expert guidance to their customers at-home, meeting them where they want to learn and interact - on any device with a camera. With more consumers enabled and empowered to tackle DIY fixes, AR technology will combat throwaway culture and create new interactions between brands and customers.

*Repair Saves Families Big, January 2021, U.S. PIRG **2020 Pulse and CGS Survey Augmented Reality is Key to Recovery Beyond the Pandemic

About CGS

With optimized call center resources to serve global clients, CGS offers a unique hybrid approach through automation and live agents in its contact centers located across the globe. Its AI-enriched chatbot, RPA and AR technologies complement the customer support services provided by thousands of multilingual call center agents. CGS Teamwork AR™ with agent assist empowers representatives and consumers with interactive remote support to help drive down product return rates and reduce costly onsite visits. CGS supports many of the world's industry-leading global brands through innovative, scalable and flexible business process outsourcing solutions.

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