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STAR Award
2022

2022 TSIA STAR Awards
Featured Application

Dell Augmented Reality (AR) Assistant – Modern and adaptive support technology

Overview

Field service delivery has become more challenging due to the global pandemic and evolving customer needs. To address these challenges, the Dell Augmented Reality (AR) Assistant application was fast tracked for development and release. The Dell AR Assistant app delivers a **real-time, immersive augmented reality experience** to the user's mobile device, visually showing how to perform repairs or complex self-service procedures. Designed for field engineers, IT professionals and end-users, the app enables easy and intelligent self-service repair experiences regardless of a user's technical experience.

Most companies provide static user manuals or video guides on how to repair their products. The Dell AR Assistant app is the next evolution: it provides the same repair guidance through computer generated information on the user's physical system that is viewed via a mobile phone. Every part, screw, cable, and latch are highlighted with pinpoint accuracy within a few millimeters, making it easy for users to identify key repair touchpoints.

The Dell AR Assistant currently supports **100+ product models in seven languages**. Users download **the free application** (available on both Android or iOS) to their mobile device and follow the simple on-screen instructions.

IT Delivery Challenges

- Site restrictions and access limitations limit the ability for Dell Technologies' field service engineers to provide service and increase the demand for self-service options
- Increased engineer turnover drives renewed emphasis on remote tools and training resources
- Large, geographically distributed user bases increase the need for flexibility in how IT professionals and channel partner help desks perform repairs
- Users want more control over their devices – including repairs

How We Addressed Those Challenges

- The Dell AR Assistant animates the removal and installation steps necessary to complete repairs. With an **easy to follow, customer friendly format**, even non-technical users can tackle tasks that seem complex or challenging
- The Dell AR Assistant can be **accessed from any location** with a mobile connection
  – The app has been downloaded over 20K times by users in **175+ countries**
- **The app empowers our customers with more flexibility in their service options.**
  – The Dell AR Assistant app supports our customers' choice for self-repair, whether for scheduling, convenience, or physical security considerations
  – IT Professionals, channel partners and help desks can utilize Dell AR Assistant to **guide their users in completing simple replacement procedures**. This can help minimize down time and prevent the need to ship equipment between locations or countries when repairs are needed

Dell AR Assistant Customer Journey
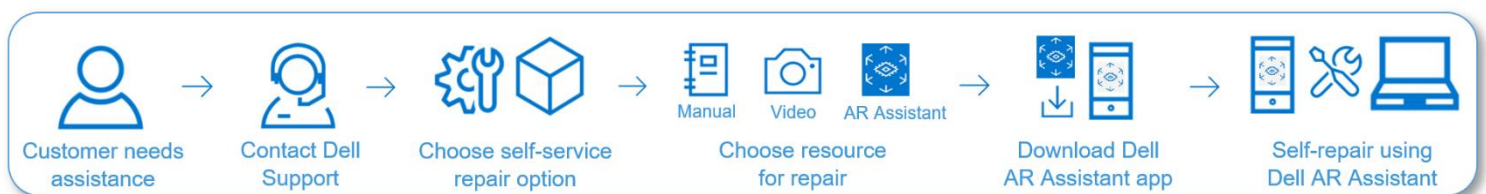
The Dell AR Assistant app is integrated with the Dell Field Services Mobile app, making it readily **available to 10K+ onsite engineers** around the globe.

- **New hire engineers** can use the Dell AR Assistant app as a resource during service calls to reduce errors and improved on-the-job training

- An enhanced training experience is now available on the app in a **digital clone format.** The clone technology enables users to view a **virtual 3D model** of a system through their mobile phone. Engineers and IT professionals can view step-by-step guides and repair instructions through their mobile screen **without a physical system** in front of them. This experience is highly useful for situations such as new hires, or less familiar complex repair procedures

Business Impact

- **92%** customer experience score
- **$2.5M+ projected savings** with some savings already realized
- **3.4% improvement** on first time fix (FTF)
- **Decreased training time** for new hire engineers

Customer Impact

- **Improved repair serviceability.** Regardless of whether they are IT professionals, channel partners or help desk support, customers are better able to support their respective install base using the app

- Customers are empowered with more **flexibility in their service options**. In addition to the standard support options, customers can choose self-service with the Dell AR Assistant app, which can **reduce downtime**

- **Easy to understand instructions** in the app increases customer confidence in performing repairs

- **Visual learners are supported** by the app format that blends AR, video, and written instructions

- **Users are enabled to learn new skills.** A couple of examples include:
  - The Dell Student TechCrew leverages the Dell AR Assistant and other resources to help high school students develop IT skills and teach them to perform repairs on Dell Technology products used by students at their school
  - IT Professionals can utilize Dell AR Assistant to train new hire technical resources to support their user base

> **Comments from field service engineers**
>
> *"The Dell AR App is essentially the Dell Service Manual of the future."*
>
> *"It is simple and easy to follow, and I feel that it is very helpful for visual learners."*

> **User reviews from the Google Play Store**
>
> *"Wow. Just made it too easy for non-technical person."* 5-star rating
>
> *"Great AR App. Awesome experience in dismantling and assembling my precision myself. Loved it."* 5-star rating

Future Steps

In response to customer requests, 30+ additional product models and 10 digital clones are being added to the Dell AR Assistant portfolio. This will increase coverage to 55%+ of our total service dispatches.

As new Dell Technology products are released, our strategy is to develop AR content that prioritizes system models with the greatest demand from our field service engineers and customers.

We are making continual improvements to incorporate user feedback into the app's user-friendly interface. Additionally, we are leveraging the content from the AR experiences across our technical support agents and repair centers for more end-to-end integration.

As awareness and adoption of augmented reality technology increases, we anticipate that more customers will utilize the Dell AR Assistant to support their repair experience.

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