

There are 3 areas of the enterprise where AR can help returning frontline employees maintain social distancing while staying productive.

As frontline employees return to the factory floor

MANUFACTURING

SERVICE

SALES

technologies like AR are critical for distributing new standard operating

with new social distancing guidelines in place,

procedures and adapting to new workflows that minimize downtime.



downtime. 3

Factories lose anywhere

from 5% to 20% of their

productivity due to

The average cost of a downtime incident is about

\$17,000.²







of any location.

In the auto industry, downtime can cost up to \$50,000 per minute, which equals

\$3 MILLION PER HOUR⁴

MANUFACTURING

as they return to work is vital, particularly for organizations who provide mission-crit-

SERVICE

Remote assistance solutions give offsite employees an

on-site colleagues – from the convenience and safety

on-demand procedural guidance that colleagues across

easy way to provide over-the-shoulder support to

AR knowledge capture solutions let frontline

employees turn their exclusive knowledge into

facilities can use as step-by-step work instructions.

SALES

into a more collaborative and hands-off dynamic, augmented reality has become an essential component for modernizing industrial organizations' service strategies.

Supporting aftermarket service customers

ical products. As service delivery evolves



Service leaders expect a 61%

increase in assisted service or

self-service activities in the next 12

months.8

Service leaders expect a 57% increase in remote service activities

in the next 12 months.7

SERVICE

AR CAN HELP:

Remote assistance solutions give service technicians a way

to provide over-the-shoulder support to customers or on-site

SALES

Sales are still the lifeblood of any company, despite social distancing challenges

impacting the effectiveness of showrooms

provide engaging customer experiences in

and in-person events. Finding ways to

this new normal will be important for

continued success and stability.

employees - without being physically on-site.

MANUFACTURING

provided a better experience. of people actively seek to buy from the most innovative companies. of customers say it's easier than ever

to take their business elsewhere. of surveyed customers indicate they are more likely to do business with a company if it offers personalized experiences.

of customers stopped buying from a company because a competitor

HOW AR CAN HELP: AR product demos can help salespeople remotely engage with prospects and customers via immersive, full-scale 3D demonstrations.

return to work for its employees?

Augmented reality is paving the way for frontline employees to have more flexible work arrangements. Has your company taken steps to facilitate seamless

173% **INCREASE** 2005 **Present**

Since 2005, regular work-at-home has grown by

173% among the non-self-employed population.9

2007 2017 2020 In the US alone, telecommuting has seen a **115%** increase from 2007 to 2017.10



115%

INCREASE

specific business challenges.