

WNS



AUGMENTED VISUAL RESOLUTION

Enhance Customer Experience
with Real-time Video Support

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Enhance Customer Experience with Real-time Video Support

Good contact center operations hinge on superior levels of customer experience that can be achieved through:

- Agents' accurate understanding of customers' requirements
- The right analytical skills to get to the core of customers' requirements
- Agents' ability to clearly communicate the best possible resolution with the customer
- Faster first-time-resolution capabilities
- Personalized sales pitches

In addition to the above enablers, differentiated contact center operations are driven by:

- Minimal dependence on customers' voice, accent and ability to convey requirements
- Ability to see issues as though agents are present in-person
- Ability to skillfully guide customers through the resolution process

Many of the challenges in achieving these efficiencies arise from a communication gap between the customer and the contact center agent. This gap may be due to cultural, geographical or demographic differences and lack of product understanding. Therefore, it may become difficult for the agent to correctly identify the customer issue or requirement – this inability affects the overall customer experience.

"If a picture is worth a thousand words, then an experience is worth a million!"

Imagine the agent and the customer using real-time video to identify and communicate issues with accuracy. By leveraging the visual information, agents can act with speed and precision to achieve quick and personalized resolutions.

ENHANCED EXPERIENCES BACKED BY SIGHT

Augmented Visual Resolution is a unique offering that provides comprehensive remote customer support through real-time interactive videos. Contact center agents can now see what their customers see through videos streamed from customers' smartphone or tablet cameras. The agents can then visually, using basic augmented reality capability, guide the customers to achieve highly satisfactory resolutions.

Augmented Visual Resolution comes with the following features to improve customer communication and satisfactory issue resolution:

Multiple Device Support

End users can use their smartphone or tablet cameras to stream live videos back to the support technicians.

Smart Whiteboarding

Support technicians can annotate on screen, on any device. This annotation stays in place, even if the device is moving.

Adaptive Video Quality

Streaming remains fluid, regardless of the strength of the internet connection.

Auto Focus

With the agent's ability to visualize and grasp the customer's issue, they can easily focus on what exactly is needed to resolve the issue – and even add value.

Currently, Artificial Intelligence (AI) is not a built-in feature; however, it is possible to integrate AI into the offering. Video footages or images / screenshots taken by the agent can be processed through a layer of AI to determine process-specific metrics, for example, commonly asked queries in a contact center.

POWERFUL CUSTOMER EXPERIENCES ACROSS INDUSTRIES

Augmented Visual Resolution elevates the levels of customer support experience by introducing a new channel focused on outcome-driven conversations. The offering has proven use cases across industries such as retail, manufacturing, energy and utilities, shipping and logistics, telecommunications and insurance.

Listed below are some examples of how Augmented Visual Resolution can help transform customer engagement:

INSURANCE CLAIMS VERIFICATION

Agents / surveyors can remotely verify claims to save customer effort thereby increasing customer satisfaction and decreasing cost-to-serve. Integrating this feature with image analytics will further improve customer experience as agents can provide estimated costs on calls.

INCORRECT SHIPMENT REPORTING

Customers can share details of the incorrect goods received through real-time videos with agents. This will enable swift reporting and verification of the claims as well as faster closure of the issues without multiple interactions with customers.

POST-SALE SUPPORT FOR COMPLEX PRODUCTS

Agents can remotely assist customers with initial set ups or resolve minor issues faced during the usage of complex products. This helps reduce the need to deploy engineers for minor issues that may arise due to customers' inability to use complex products.

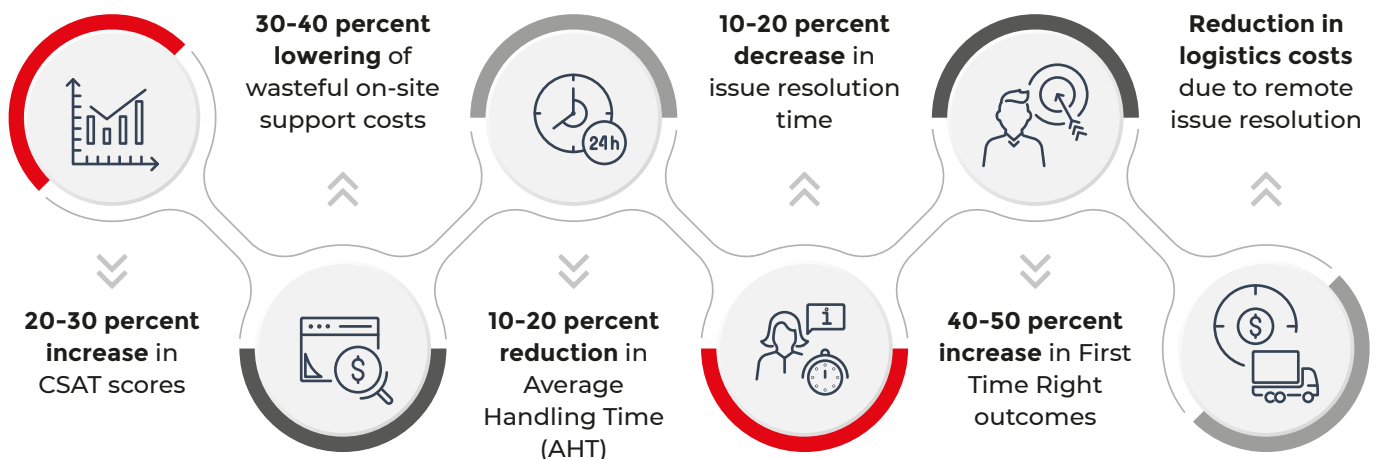
ON-SITE REMOTE RESOLUTION

If an issue requires multiple fixes, field engineers can communicate with other engineers for remote resolutions. This eliminates the need to deploy multiple engineers and also reduces resolution time.

VISIBLE BENEFITS IN A CONNECTED WORLD

Augmented Visual Resolution achieves a wide range of business benefits through the right outcomes in customer experience, simplified processes and cost advantages. It drives

sustainable change in areas such as customer outreach, quality of agent interactions and field operations:



ABOUT WNS

WNS (Holdings) Limited (NYSE: WNS) is a leading Business Process Management (BPM) company. We combine our deep industry knowledge with technology, analytics and process expertise to co-create innovative, digitally led transformational solutions with over 400 clients across various industries. The industries include banking and financial services, consulting and professional services, healthcare, insurance, manufacturing, media and entertainment, retail and consumer packaged goods, telecommunications and diversified businesses, shipping and logistics, travel and leisure, and utilities and energy. We deliver an entire spectrum of BPM solutions including industry-specific offerings, customer interaction services, finance and accounting, human resources, procurement, and research and analytics to re-imagine the digital future of businesses. We have delivery centers worldwide including in China, Costa Rica, India, the Philippines, Poland, Romania, South Africa, Spain, Sri Lanka, Turkey, the United Kingdom and the United States.

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OUTPERFORM

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