

movement  
journey  
connection  
moment

feel the **future**

gratitude  
emotion  
impact  
freedom  
excitement

**Capgemini Immersive**

**Smart Service Solution**

Deliver game-changing experiences with immersive  
aftermarket services

Capgemini 



## INTRODUCTION

Emerging CX technologies are radically changing the way brands deliver post-sales service engagements to customers. Delivered through flat UI (web 2.0, apps), natural interfaces (voice, haptic), extended reality (3D, Augmented Reality, Virtual Reality, and Mixed Reality) is moving companies forward, towards being smart and immersive. The Immersive Smart Service Solution leads to increased customer value and loyalty through upsell and cross-sell opportunities as well as more seamless and faster service.

The Immersive Smart Service Solution also delivers a more engaging employee experience by providing new capabilities to help accomplish tasks remotely, more intelligently and with greater ease, reducing human error and driving

increased employee loyalty and retention – and delivers value for the business.

*According to Gartner, 50 percent of field service deployments will include mobile AR collaboration by 2025.*

The success of aftermarket services will require organizations to leverage new immersive technologies to build and deliver these new experiences, make them consistent with the rest of the customer journey and map them with business goals without adding cost and complexity.

## ENABLE REMOTE ASSIST

Cappgemini Immersive Smart Service Solution enables brands to seamlessly build, deliver and enhance immersive smart services throughout both the customer and employee journey with the goal to solve problems quickly, ideally in a single visit, through remote diagnostics, smart preparation, and remote assist services.

In a B2B context, Integrated with Salesforce, Microsoft HoloLens, and Cappgemini's Andy3D, an immersive remote collaboration platform, Immersive Smart Service gives field service agents (FSAs) the assistance they need in the moment to solve any problem. In addition, the same solution is also available on the Microsoft Dynamics 365 platform.

Imagine a technician that arrives on site armed with all the customer information and preferences they need. They greet the customer and complete diagnostics with a handheld device. While AI suggests top probable causes, cognitive assist can identify existing solutions. The FSA can then use MR headsets for a hands-free experience while following the suggested solution steps. Remote assist can be initiated if additional help is needed. Finally, the process ends with offer suggestions such as a replacement part or extended warranty in the moment, all based on previous purchases and engagement history.

Cappgemini has also created a self-service Smart Service solution that helps end customers with installation and servicing of devices. A B2C example of this solution was in enabling a broadband customers install a new router with the help of a App. The solution integrates self-service Smart Service with augmented reality on the device so the customer can easily and quickly identify all the parts and what they do. The self-service Smart Service solution enables step-by-step guidance on how to connect the router. If something does not work correctly AI sends links to help documentation and video walk throughs, enabling the customer to self-serve. The solution helps minimize costs, increase efficiency and customer satisfaction. As a last resort the self-service Smart Service solution helps the customer connect to the service center. The solution drastically reduces the service center call volume.



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## CAPGEMINI IMMERSIVE SMART SERVICE

This solution brings together end-to-end digital system integration with a customer data hub, e-commerce, CRM, knowledge management and marketing. These services evoke a sense of emotion for both customers and employees. For example, a sense of freedom for customers, as their service is now much faster and much more seamless or a sense of power for employees enabling them to fulfill their tasks much quicker and more flawlessly.

Capgemini will help organizations implement the Immersive Smart Service Platform, automatically pull in customer data from CRM platform and integrate the immersive platform in existing marketing, commerce, and service stack.

Furthermore the platform will:

- **Enable collaboration and knowledge sharing** between mobile workers and remote centers of excellence.
- **Automate smart service workflows** such as integration with pre-sale data and experiences to deliver offers to service customers in the moment.
- **Leverage multi-channel support**, including audio, video streaming, chat, annotation, photo, documents and screen sharing, session storage and guest invitation on any device or mobile platform.
- **Converge digital-physical experiences** throughout the development phases—prototyping, industrialization, validation, launch, inspection, and maintenance.
- **Take advantage of full support** for operations for both products and infrastructure.
- **Consume MR features and capabilities** from on-site, hybrid cloud or SaaS platform.



## WHY CAPGEMINI

At Capgemini, we combine business strategy, industry expertise and technology to realize our clients' customer experience goals. We help organizations assess existing technology and processes already in place, determine gaps and define personas and the customer journey. Finally, Capgemini experts will be on hand to help the business

implement the immersive smart service platform and determine how to automate existing service workflows and enable collaboration between FSAs and remote support services staffed with engineering, maintenance, and customer service reps.

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## About Capgemini

Capgemini is a global leader in partnering with companies to transform and manage their business by harnessing the power of technology. The Group is guided everyday by its purpose of unleashing human energy through technology for an inclusive and sustainable future. It is a responsible and diverse organization of 325,000 team members in more than 50 countries. With its strong 55-year heritage and deep industry expertise, Capgemini is trusted by its clients to address the entire breadth of their business needs, from strategy and design to operations, fuelled by the fast evolving and innovative world of cloud, data, AI, connectivity, software, digital engineering and platforms. The Group reported in 2021 global revenues of €18 billion.

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