

How Frontline Employees Can Use Augmented Reality to Practice Social Distancing

Industrial businesses around the globe are adopting social distancing guidelines to keep their factory and field-based employees safe during the COVID-19 pandemic.

There are 3 areas of the enterprise where frontline employees can use AR to practice social distancing and maintain business continuity.

MANUFACTURING

SERVICE

SALES

Industrial manufacturers need employees on the factory floor to continue making goods available. With hospitals and first responders in dire need of critical life-saving equipment like ventilators and PPE, manufacturers across industries are quickly pivoting to help overcome medical supply chain shortages.

WHY?



UP TO
20%

Factories lose anywhere from **5% to 20%** of their productivity due to downtime.³

Human error causes **23%** of unplanned downtime in manufacturing.¹

23%

\$17K

The average cost of a downtime incident is about **\$17,000.**²

\$50K
/MINUTE

In the auto industry, downtime can cost up to **\$50,000 per minute**, which equals **\$3 MILLION PER HOUR**⁴

HOW AR CAN HELP:

Remote assistance solutions help expert factory employees provide over-the-shoulder support to on-site colleagues from the convenience and safety of any location.

AR knowledge capture solutions let manufacturers of life-saving equipment record first-person procedural guidance that other manufacturers can use in their own production facilities.

MANUFACTURING

SERVICE

SALES

Despite the current situation – service is a critical part of many industrial organizations' continued success and stability. Customer support is vital, particularly for organizations who provide mission critical products.

WHY?



1 hour
downtime

33% of enterprises report that one hour of **downtime costs** their firms \$1 million to over \$5 million.⁵

\$5
million

57%
increase

Service leaders expect a **57% increase in remote service** activities in the next 12 months.⁷

12
months

61%
increase

Service leaders expect a **61% increase in assisted service or self-service** activities in the next 12 months.⁸

12
months

HOW AR CAN HELP:

Remote assistance solutions let expert technicians provide over-the-shoulder support to customers or other employees from the convenience and safety of any location.

MANUFACTURING

SERVICE

SALES

Sales is still the lifeblood of any company during this time. Finding ways to continue to provide engaging experiences for customers is more important now than ever before.

WHY?



57%

of customers stopped buying from a company because a competitor provided a better experience.

66%

of people actively seek to buy from the most innovative companies.

76%

of customers say it's easier than ever to take their business elsewhere.

80%

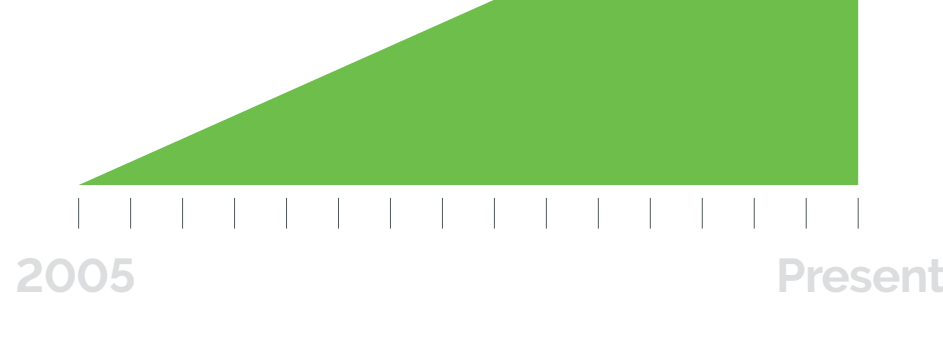
of surveyed customers indicate they are more likely to do business with a company if it offers personalized experiences.

HOW AR CAN HELP:

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

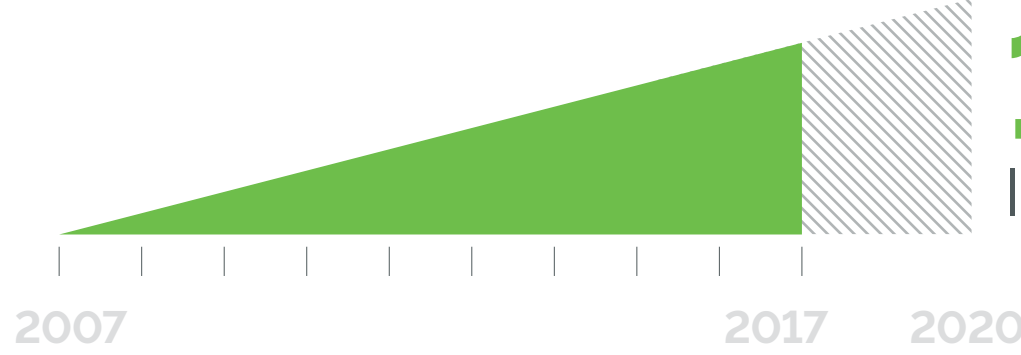


Augmented reality is paving the way for more flexible work arrangements. Has your company taken steps to facilitate frontline employees working remotely?



173%
INCREASE

Since 2005, regular work-at-home has grown by **173%** among the non-self-employed population.⁹



115%
INCREASE

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



Download our **Industrial AR Buyer's Guide** to discover which tools will address your specific business challenges.

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8. according to the Service Council™, July 17, 2019
9. <https://globalworkplaceanalytics.com/telecommuting-statistics>
10. <https://www.flerjops.com/2017-State-of-Telecommuting-US/>