

CASE STUDY

Alghanim Industries Optimizes Xerox Field Service Operations with AR Remote Support

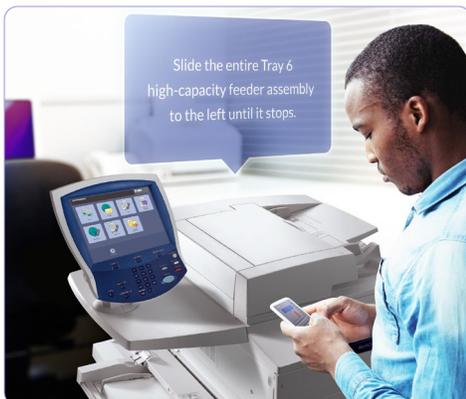
Alghanim Industries improved its Xerox service delivery by integrating CareAR® Assist, enabling AR-powered collaboration between field technicians and subject matter experts. This innovative approach aligns with global trends and local market needs, enhancing operational performance and customer satisfaction and ultimately strengthening Xerox's position in the region.

The Challenge

Alghanim Industries Xerox Service (AIXS) is an authorized service provider offering both help desk and onsite support for Xerox printing systems and various technology-based finishing equipment across numerous commercial locations in Kuwait. Ensuring uptime for these machines directly impacts customer satisfaction, a top priority for AIXS; downtime results in lost revenue.

AIXS maintains a strong, long-standing partnership with its customers and is dedicated to optimizing maintenance services, reducing costs, and introducing innovative technologies. To fulfill these commitments, AIXS has scaled up its workforce by leveraging the expertise of Subject Matter Experts (SMEs) to enable entry-level technicians to perform tasks beyond their usual scope of experience and knowledge.

The Solution



After experiencing the CareAR augmented reality solution and its remote support functionality, AIXS executives decided to integrate CareAR Assist into their service delivery processes. CareAR Assist provides AR visual support, allowing AIXS SMEs to offer in-the-moment, visual AR assistance and guidance to field technicians with their expertise anywhere across the country.

With CareAR, onsite AIXS technicians can collaborate with SMEs through CareAR Assist AR visual support sessions. This approach results in more accurate diagnoses of issues, optimizing service delivery and enhancing knowledge transfer within the team.

When surveyed about their experience with CareAR, 90% of technicians surveyed reported positive feedback in following guided instruction, and 88% stated they learned new skills from subject matter experts, showcasing the platform's effectiveness in upskilling workers.

Results with CareAR

CareAR's live visual, AR-powered remote assistance tool significantly improved the AIXS support team's issue remote resolution rate by 72% and reduced the number of follow-up dispatches by 138% over a period of 3 years. This technology allows the support team to see and understand exactly what the technicians are experiencing, providing precise guidance through CareAR Assist.

“Remote services and call avoidance improve efficiency and customer satisfaction. Using CareAR® tools, we provide faster support, reduce downtime and costs, allowing us to focus on more complex tasks that require human expertise.”

Shehab El-Sayed,
Service Operations Manager,
Document Management,
Alghanim Industries

“We aimed to leverage the expertise of our subject matter experts to assist less experienced technicians through remote AR support. Our primary objective was to minimize the need for multiple field dispatches, thereby enhancing machine uptime and improving the quality of our services.”

Rafik Elmery,
Head of Document Management Division,
Xerox, Technology & Lighting,
Alghanim Industries

About Alghanim Industries

Alghanim Industries, headquartered in Kuwait, is one of the largest and most diversified privately-owned conglomerates in the Middle East. Founded in 1932, the company has become a major player across various sectors, including retail, automotive, engineering, manufacturing, technology, and consumer goods.

Operating in over 40 countries, Alghanim Industries has a strong presence in the Gulf Cooperation Council (GCC) region and beyond. The company is committed to quality, customer satisfaction, and innovation. Over the decades, it has also focused on sustainability, responsible business practices, and creating value for its employees and the communities it serves.

Alghanim Industries remains a cornerstone of Kuwait's business landscape, significantly contributing to the region's economy and playing an influential role in the Middle East's commercial growth. Learn more at: <https://www.alghanim.com/>

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