

CareAR[®] Instruct

ENABLING SELF-GUIDED SERVICE

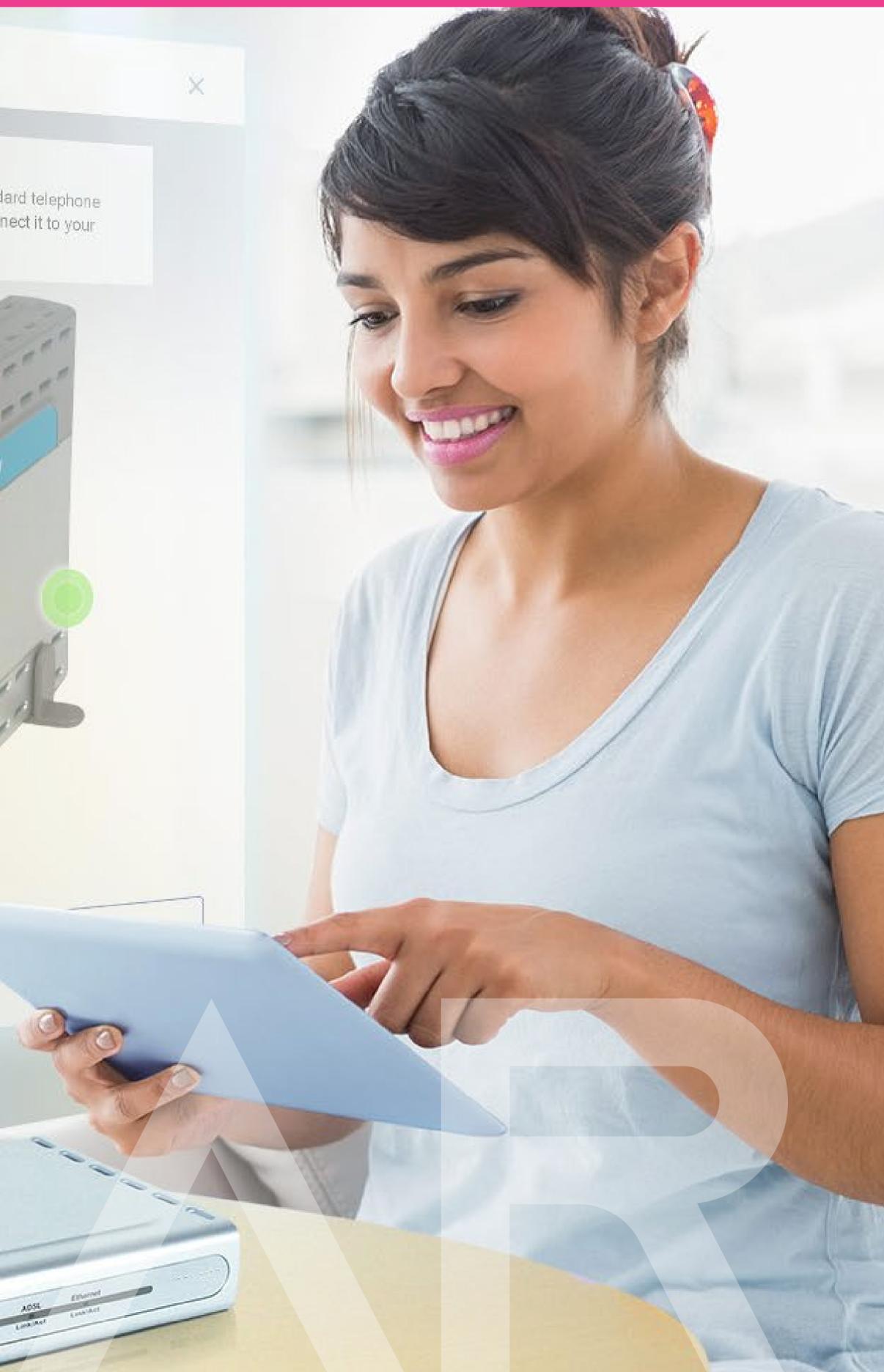
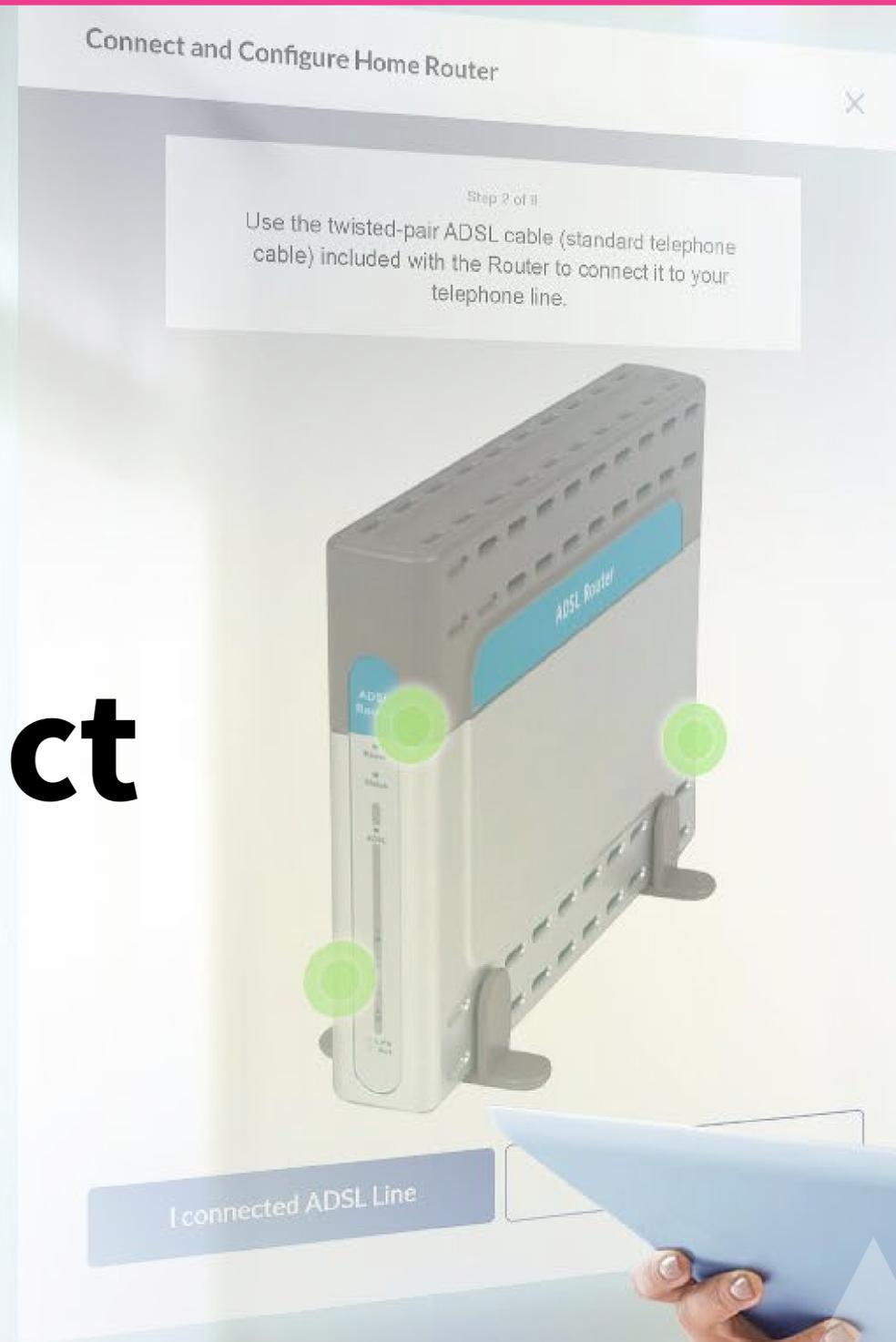


Table of Contents



INTRODUCTION	3
WHY ARE ORGANIZATIONS TURNING TO SELF-GUIDED SERVICE?	4
INTRODUCING CAREAR[®] INSTRUCT	5
WHAT CAN I USE INSTRUCT FOR?.....	6
HOW CAN CAREAR[®] INSTRUCT HELP MY BUSINESS?.....	7
CAREAR[®] INSTRUCT FEATURES	11

INTRODUCTION

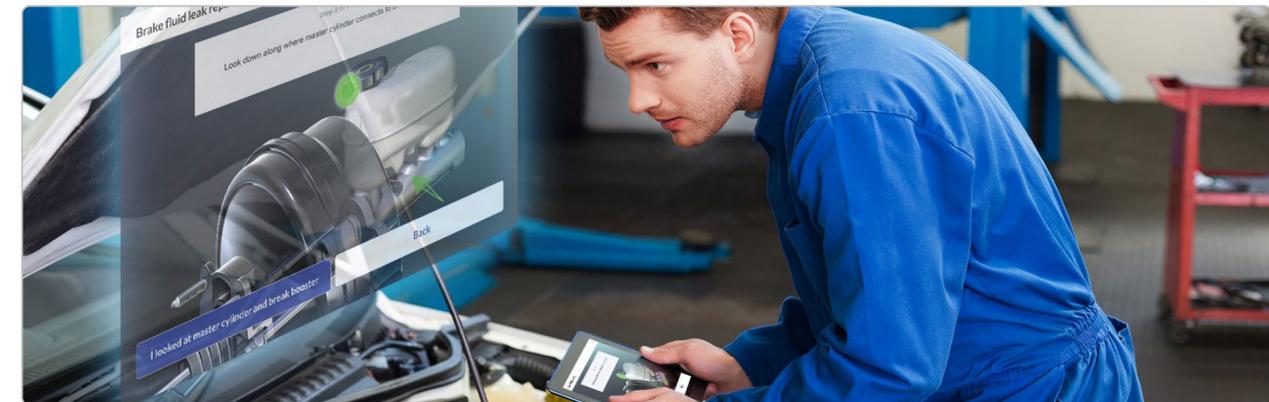
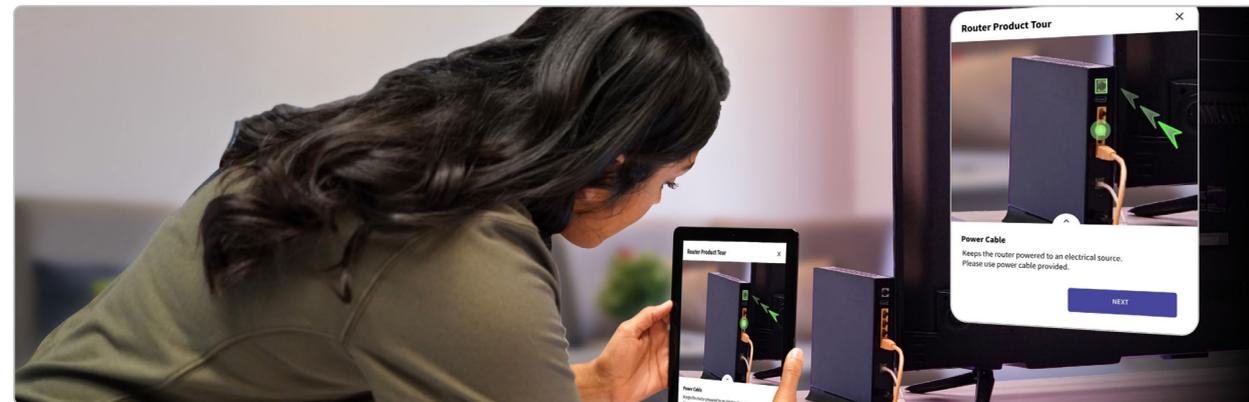
An accelerating rate of experienced field technician retirement, increasing use of third-party field service contractors, and pressure to reduce costs while increasing customer satisfaction is fueling demand for new ways to cost-effectively upskill and manage field service performance.

Customers are struggling to self-solve and self-learn for product installations and problem resolution as a first course of action... and frequently failing. The resulting frustrated contact center outreach is motivating organizations to seek innovative self-help solutions that enhance self-solve success and customer experience while cost effectively reducing calls.



Why are organizations turning to self-guided service?

Visual step-by-step digital self-guidance empowers customers and technicians to complete tasks accurately and efficiently on their own without external guidance. Self-solve benefits work to reduce customer support calls, speed time to resolve for on-site technicians, and minimize unnecessary escalations when field service is challenged by a technical issue.



Customer Service Organizations

- **Improve Customer Service Experience** – Customers are looking for quick solutions to issues and confident use of the products and services they pay for.
- **New Customer Onboarding** – Many new products and services require some degree of setup and configuration which can frustrate and confuse customers.
- **Call Deflection** - Customers are increasingly looking resolve their own issues and avoid long wait times to reach a customer service agent or to wait for a technician visit.

Field Service Technicians

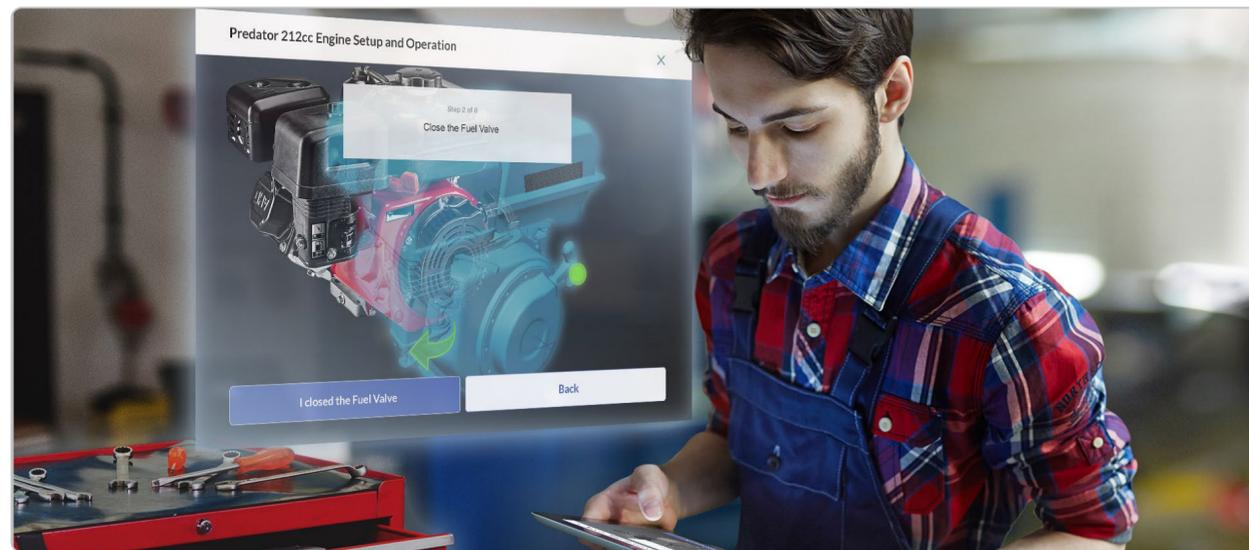
- **Retiring Workforce** – As technicians retire from the workforce, they are taking years of experience and knowledge with them leaving organizations with a challenge to replace technicians
- **Compliance** – Uptime is critical and ensuring that service and repairs are performed correctly are essential to ensure the long life on equipment and increase uptime
- **Increasing Complexity** – Increasingly complex device inspection demands rigorous procedural analysis with verification and audit reporting.

Introducing CareAR[®] Instruct

CareAR[®] Instruct is the leading digital instructions solution that empowers customers and field technicians with the knowledge needed to complete complex procedures through easy-to-follow step-by-step instructions. Built on the enterprise-grade cloud-native CareAR platform, Instruct delivers digital instructions globally and securely to user's mobile devices at the point of need with immersive AR, 3D, and 2D content.

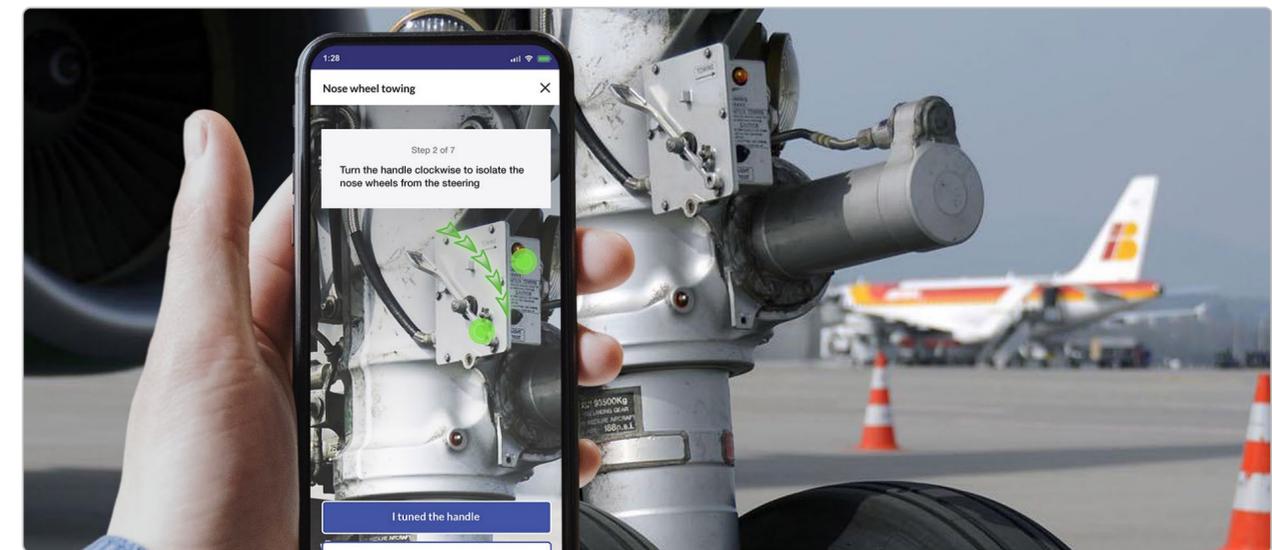


What can I use Instruct for?



Customer Service

- **Unboxing and Setup** - Deliver engaging visual experiences for new users
- **Self-Guided Repairs** - Empower customers to immediately perform repairs eliminating long wait times
- **Troubleshooting guide** - Help users identify and resolve problems with step-by-step confidence



Field Service

- **Work instructions** - Equip workers with knowledge to complete job the first time
- **Maintenance Instructions** - Improve equipment uptime with regular proper maintenance
- **Inspections** - Ensure compliance with guided inspection procedures

How can CareAR[®] Instruct help my business?



Increased First-Time Fix Rate

Empower technicians and customers with easy-to-follow step-by-step instructions ensures they have the knowledge necessary to complete the task on the first try.



Decreased Truck Rolls/Dispatches

Empower local resources with the information necessary to complete maintenance and basic repairs keeping higher skill technicians focused on more complex issues.



Increased Uptime

Today's complex machinery has demanding maintenance requirements for reliable operation. Detailed instructions ensure maintenance is performed according to standard, resulting in increased uptime.



Reduced Product Returns

Unnecessary product returns can significantly impact profit margins and increase service costs. Providing customers with easy-to-follow guidance optimizes customer success and reduces frustration.



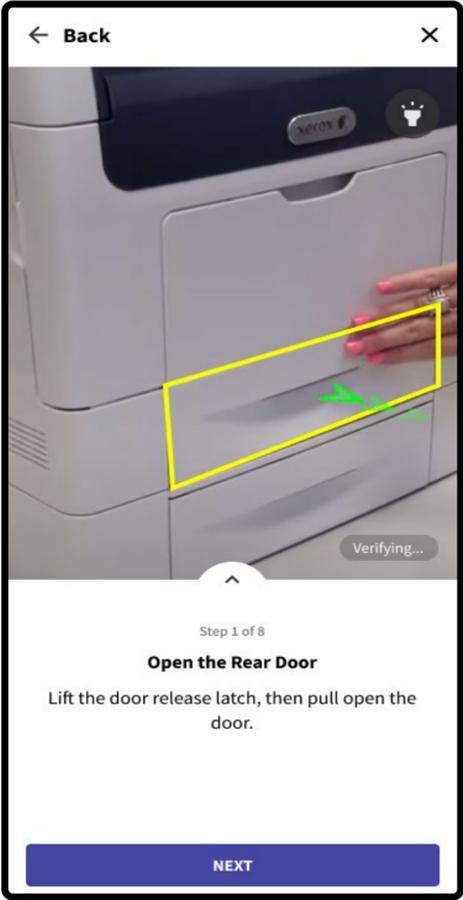
Increased Customer Satisfaction

Customers receive quick and accurate contextual assistance, with the knowledge they need to maximize the value of their purchase to positively impact brand perception.

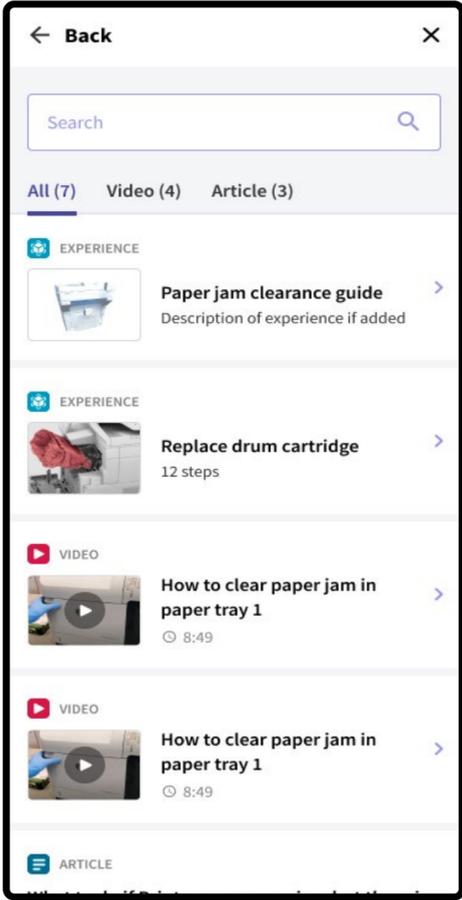
How does it work?



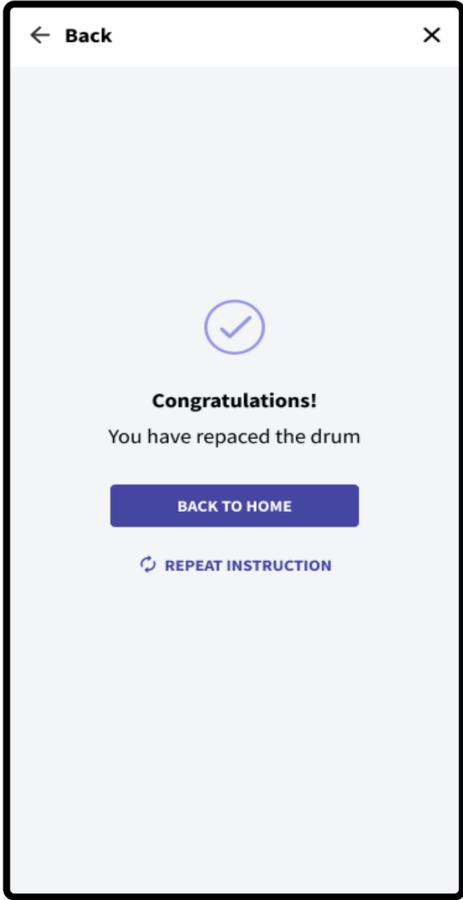
1
Scan QR Code



2
Follow step-by-step instructions

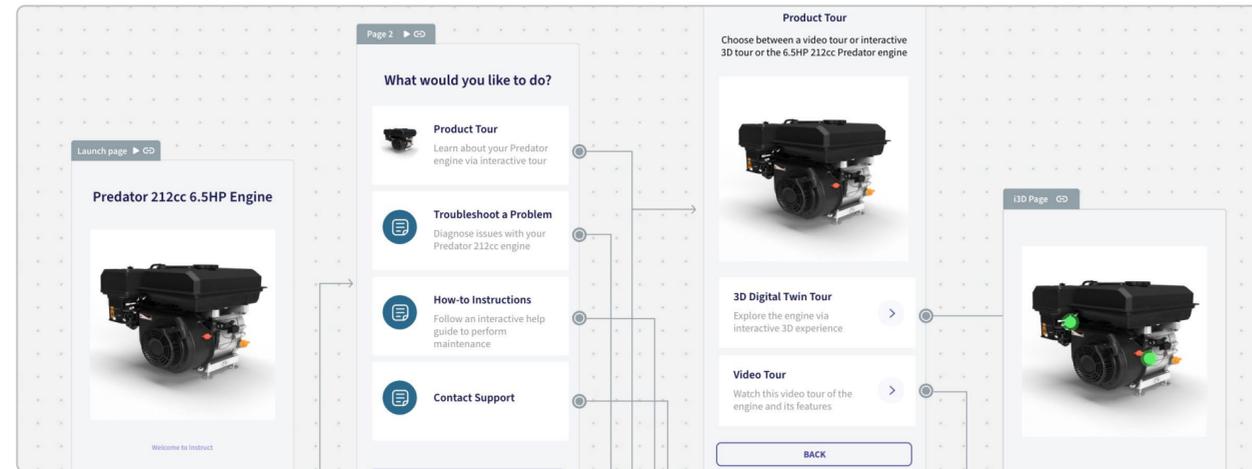


3
Search for supplemental content



4
Resolve the issue

How is content created for CareAR® Instruct?



Experience Builder

Content for CareAR Instruct step-by-step guidance is known as an experience. An experience is a collection of media that can include text, images, videos, and 3D content assembled for a specific purpose, such as completing a task. A core component of the CareAR platform is Experience Builder. Experience Builder is used to create a experience flow for CareAR Instruct. It provides a no-code graphical tool that allows authors to rapidly create stepwise instructions through an easy-to-use web user interface.

Creators can instantly publish or make changes to experiences with a click of a button. This ensures users accessing the experiences always have the latest, up-to-date, information possible.

Instructional Experience as a Service (IEaaS)

The CareAR team can also provide access to our team of expert content creators. Using our content services, you can engage CareAR to design, build, and deploy experiences for you.

- Use CareAR content services to boot strap your team to learn how to design your own content
- CareAR content services can be used for high quality production content needs to supplement your own creation activities
- Offload content creation from your team entirely and let CareAR deliver content creation for you

What kind of content can be used in CareAR[®] Instruct?

Content Types



Text

Incorporate textual instructions into the Instruct experience to guide users



Interactive 3D

Embed digital twin models into an experience to guide and orient users



Images

Add images to improve clarity and supplement text content



Hotspots & Rich Cards

Create interaction points on 3D object and reveal more detail via rich card



Videos

Video content can be a great way to demonstrate complex procedures



Organizational Content

Surface existing content to users through Intelligent Search

Content Flow

Create simple and complex content flows. Fully customizable navigation within an experience makes it possible to create user flows that range from simple linear flows to complicated branching logic.

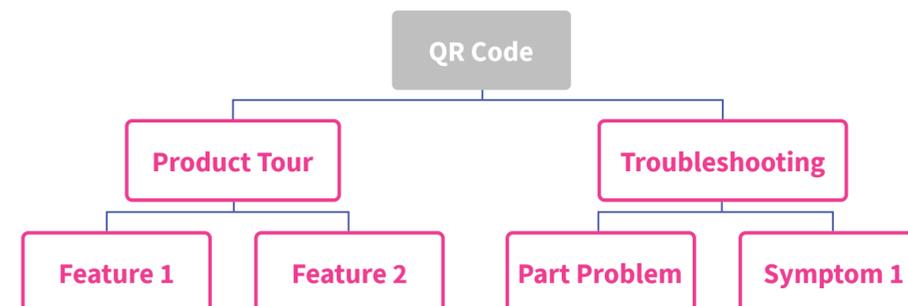
Linear Flow



Use Cases:

- Maintenance Procedures
- Inspections
- Unboxing & Setup Instructions

Branching Logic



Use Cases:

- Product Tours
- Troubleshooting Guides
- Complex Maintenance Procedures

CareAR® Instruct Features



Intelligent Search



Visual Verification



AR Overlay



Interactive 3D



3D Hotspots & Rich Cards



Web & Mobile App



No-Code Experience Builder



Cloud Platform

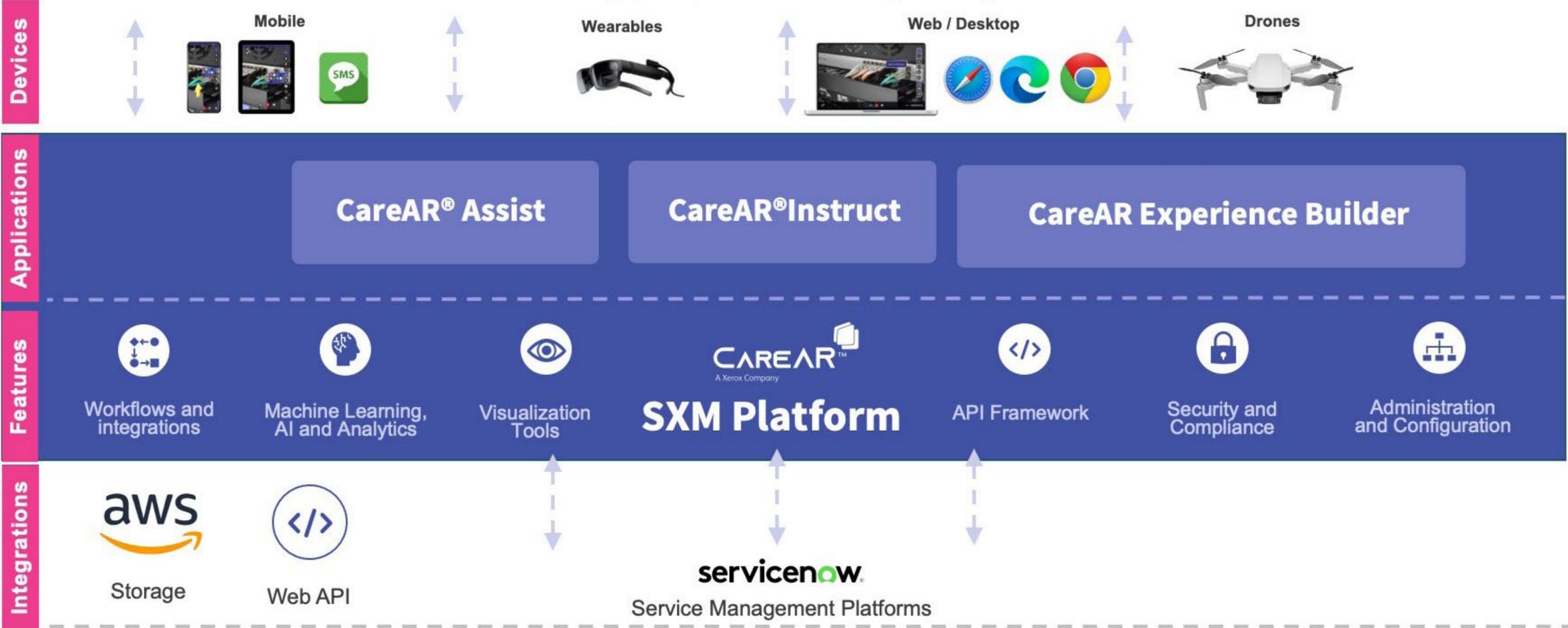


Usage Analytics



Always Updated

CareAR SXM Platform



About CareAR

CareAR, A Xerox Company, is the Service Experience Management (SXM) leader. We make expertise accessible instantly for users through remote, live visual augmented reality (AR) and AI interactions, instructions, and insights as part of a seamless digital workflow experience. CareAR sets the benchmark for the SXM category by bridging skills gaps, accelerating knowledge transfers, providing greater operational efficiencies, and enhancing customer outcomes and safety. Learn more at [CareAR.com](https://www.carear.com).