CAREAR
A Xerox Company

CareAR™ for the Retail Industry

Convenience and flexibility define success

Widespread disruption brought on by the pandemic accelerated emerging trends and exposed existing weakness across the retail industry, such as lack of supply chain resilience, an ever-widening skills gap and sky-high customer expectations that value convenience over cost.

For example, 43% of consumers are willing to spend more on convenience in the future.[1] In addition, 39% of consumers say they will continue to purchase more in the future from brands that responded well to the crisis.[1]

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However, with 42% of retailers claiming there's a lack of skilled workers with industry experience[2], how can retailers meet customer expectations for easy, personalized, brick and-click experiences with employees that require mentoring to boost proficiency?

Meet CareAR™

CareAR is an AR visual support platform that allows retailers to reinvent their employee support and commerce experience with live visual guidance tailored for each interaction. With CareAR, retail associates can be guided by visual prompts on their mobile devices while receiving remote, real-time support from off-site experts.

With the ability to connect with an experienced associate easily, CareAR gives in-store staff the power to tap into expertise. Now senior-level staff and experienced technicians have a window into their team's shop floor experience, and can guide them through critical tasks such as inventory management, self-service kiosk repair and visual merchandising.

With visual AR assistance, remote staff can execute in-store design to maintain brand consistency and integrity across locations, capturing critical details on live video and saving content into a workflow.

Use Cases

Remote Support and Training

Less experienced staff on the shop floor can tap into expert, remote help from HQ or anchor location.

Repair and Maintenance

Self-service kiosk repair, POS systems and more.

Virtual Product Placement

Try-before-you-buy visualizations with AR overlay, future-state product placement, virtual fitting rooms.

Benefits

Faster Repairs
Expert service technicians can be on the scene remotely in seconds not hours.

Reduce Service Costs
Decrease downtime and costly service truck dispatches.

Improve Customer Service
AR-based installation and issue resolution assist customers and reduce product returns.

Ensure Brand Consistency
Remote experts can visually direct and verify for brand guideline alignment.

How it Works

CareAR advanced technologies provide a visual AR solution for remote troubleshooting — think of it as an extra pair of eyes that provides see-what-I-see support to drive efficiency. Now team leads or regional managers can virtually survey displays and annotate on screen to indicate problem areas. That translates to valuable time and cost savings.

In addition to a suite of augmented reality tools, floor managers can now gain the critical situational context needed to solve problems remotely, reducing or even eliminating truck rolls and dispatches, which can cost up to $500 per incident.[3] Real-time HD video and audio collaboration makes it possible to provide full consultative support on the spot to in-store associates.

SEE

View the service situation remotely from any location

SOLVE

Visually guide and collaborate for effective problem resolution
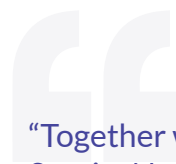
SAVE

Capture and share content in systems and with teams

Technical Requirements

mobile	iOS 11 or later (includes ARKit) Android 9.0 or later (includes ARCore)
desktop	Windows and Mac
smart glasses	Android 8 or later (includes Google Glass, Realware, Vuzix)
network	500 kbps and higher N/A for offline mode

"Together with CareAR™, ServiceNow is delivering digital experiences that empower service teams to better solve problems remotely so work can be completed efficiently and safely."

Michael Ramsey,
VP of Product Management, ServiceNow

Features

■ **ServiceNow Certified**
Integrated with ServiceNow's ITSM, FSM and CSM workflows

■ **Create and Capture Content**
Save images and video recording from live service sessions and store in the cloud for collaboration

■ **3D Spatial Mapping**
Detect and interact with 3D objects and their spaces for anchoring, persistence and occlusion.

■ **Smart Analytics & Dashboarding**
Tag and track teams, content, interactions, usage and location data to manage and measure critical KPIs.

Start Visually Resolving Issues Remotely With Enterprise Augmented Reality

Get your free trial at **CareAR.com/free-trial**

Sources:
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2. https://harver.com/blog/retail-recruitment-challenges/
3. https://banyanhills.com/using-iot-to-reduce-truck-rolls-and-improve-customer-satisfaction/

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