



Case study

**mXremote helps to bridge  
the gap between call  
centres and customers**



# Background

One of Europe's leading domestic boiler manufacturers faced the challenge of costly and unnecessary field engineer callouts. In just a small area in London, hundreds of thousands of pounds were spent each year on engineers attending customer sites only to find that the issue could be resolved by the customer with a simple boiler reset, or by repressurising the system.

Despite the manufacturer having tried WhatsApp or FaceTime, not all of its customers could either access or install these apps to get issues resolved, so it approached MX Reality, a leading provider of advanced mixed reality technology-enabled solutions to solve this challenge.



RSME equipment

# Solution



MX Reality created a powerful, user-friendly remote assistance solution, mXremote. It allowed the manufacturer's call centre operatives to send an email or text message with a secure private session link. Customers then clicked on the link to join the session without having to download any apps, they could then easily share the video feed from their smartphone or tablet, so call centre staff could 'see what they see' in 'real-time'.

mXremote bridged the communication 'gap' by connecting call-centre operatives to customers or colleagues on-site for instant technical advice, support and rapid issue resolution. This eliminated avoidable call-outs visits and reduced the waiting times for resolving common issues, improving customer experience and satisfaction. Its call-centre operatives provided this remote step-by-step assistance to troubleshoot issues in 3 simple steps:

## CONNECT

Step 1 - log in online to the mXremote system

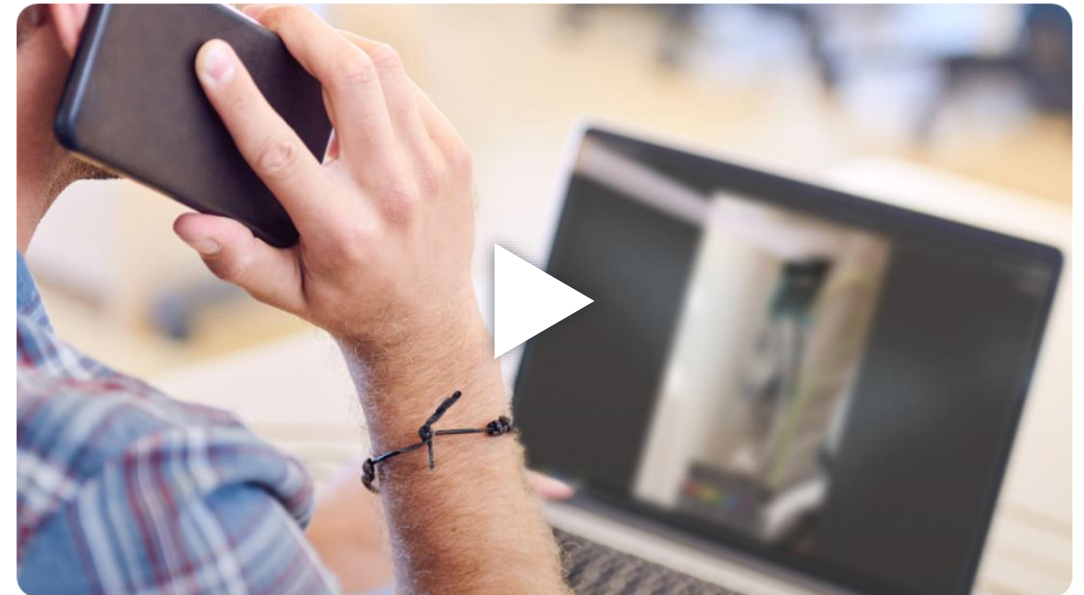
## INVITE

Step 2 - send a private session link (via email or SMS) invitation to your customer or colleague

## GUIDE

Step 3 - wait for them to join the call and start to 'see what they see'

They could also annotate on a screenshot from the customer's video stream (with the customer seeing the live annotation) and save the annotation; send documents and links to the customer as well as record the video session for audit purposes. If further support was needed, call centre operatives could also invite a colleague to the session.



Promo video for mXremote

# Benefits

Hannah Bailey, Head of Business Development, MX Reality, explains:

“

Our mXremote has eliminated wasted time, delays and the cost of unnecessary engineer call-outs, which has helped to reduce carbon emissions as there are fewer on-site visits and most importantly, it's improved customer satisfaction.

”

This has been a very successful project; the manufacturer has been delighted with its instant remote assistance solution. It used mXremote initially for a year within its call centre teams in the UK and has since extended the license by another year.

mXremote is even being used in TV campaigns to show how the manufacturer is adopting innovative technology to improve efficiency and increase customer satisfaction. MX Reality is now in talks with the company's European arm about its deployment in other areas of its business.





Case study

**mXremote helps to bridge  
the gap between call  
centres and customers**

