![CareAR — A Xerox Company logo]

CareAR® Instruct

Empower technicians with self-solve AR instructions

Self-Support Challenge

The complexity and increased connectivity of all types of devices is creating challenges for customers and the organizations that support such devices. Customers increasingly need to self-solve, especially post-pandemic, because technician visits are not always a first choice or even an option. But when customers cannot solve problems, they call for help. In fact, research indicates that customer self-solve success rates are less than 10%. Many organizations are challenged by callers who have difficulty explaining their situations. Companies are also challenged with addressing customer frustration. And it does not end there. Field service technicians are also dealing with challenges due to a lack of experience and new equipment. Or, the technicians are contractors who do not specialize in the systems they need to support.

Today, enterprises require solutions that can boost self-solve rates to reduce calls, avoid truck rolls, and improve the customer experience.

Use Cases

Field Services
Immediate instructional support to upskill field technicians and contractors

Customer Service
Immersive self-guidance for unboxing, installation, maintenance, and resolving problems

Manufacturing
Instructions for assembly processes and quality assurance verification

CareAR® Instruct

CareAR Instruct is an augmented reality-based visual support platform that engages customers and employees with visually immersive, step-by-step instructions. Anyone can use standard iOS and Android devices to overlay graphics and text-based guidance on live video, which has been captured by computer vision, to create a context-based experience for each session.

CareAR Instruct is a knowledge transfer application that reduces self-solve errors. Users can scan a QR code to access the CareAR Instruct landing page where AR-based, step-by-step guidance will launch. Graphical indicators draw attention to "hotspot" locations where text guidance or video detail is presented when tapped.

Hotspots and highlighted machine parts overlayed on live video remain anchored in place, even if the user moves the device. CareAR Instruct's intelligent search function makes it easy to find and reveal information associated with the equipment. Step-by-step guidance is enhanced by holographic images that float over the video image of a machine part and can include prescribed motion—all of which can deliver confidence in the instructions being provided.

Results

Intuitive Self-Solve – 3D augmented reality guidance overlayed on the machinery increases comprehension and helps avoid support calls as opposed to 2D paper-based instructions or digital documents, which only show machinery from a single angle.

Reduced Errors – 3D object detection with vtt allows users to focus on what they should and shouldn't do, without the uncertainty of text-only instructions and jargon.

Dynamic Guidance – Augmented reality-based graphics overlayed on the machinery allows for a "pre-flight" experience before the user starts work, so the user can anticipate every step with added confidence.

How it Works

Gather Content

3D CAD files, 2D documents, video, and more along with text-based instructions

Author

Define step-by-step instructions with hotspots and holographic overlays

Present

Create a CareAR Instruct landing page with content options

Features

- Holographic overlays using computer vision
- Accurate hotspot detection and tracking
- Innovative natural language processing for search results
- Support for an expansive range of content
- Supports iOS and Android devices
- Globally scalable and a secure SaaS solution

Technical Requirements

mobile	iOS 11 or later (includes ARKit) Android 10.0 or later (includes ARCore)
network	Internet connectivity required

Benefits

Avoids Service Calls

Provides self-serve, step-by-step guidance that is personalized for each user's perspective and learning pace.

Visual Accuracy

Patented part detection and precise labeling using computer vision presents a visual experience.

Innovative Search

Natural language search created by Xerox PARC returns results from unstructured data input more accurately.

Knowledge Transfer

Packages guidance for completing procedures within an augmented-reality-based experience to boost engagement and comprehension.

Customer Experience

Personalizes self-solve guidance with holographic images that can direct focus, encourage confidence in taking the next-step, and deliver self-solve results.

Inspire Self-Solve Success with Innovative AR Guidance!

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