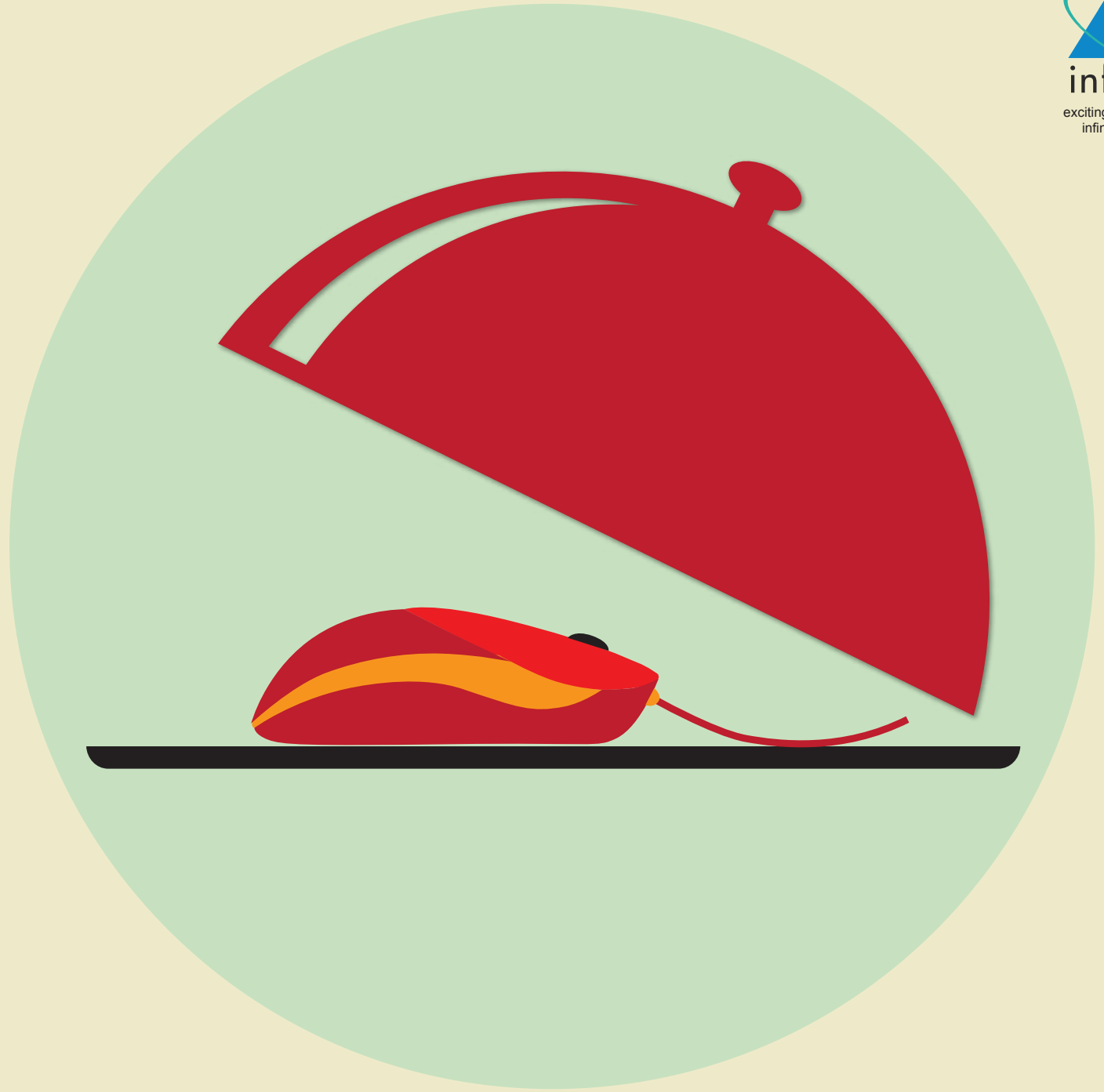


# VISUAL SUPPORT

An app to prevent  
customer downtime



## CASE 02

# BUSINESS CHALLENGE

Prompt and efficient after-sales customer service is as important to a business' success as are innovative and unique products. Merely a sale of the product does not determine a brand's reputation as a reliable partner. How well the customer is taken care of after a sale, makes a lasting impression.

For an efficient and quick customer service, it is imperative for businesses to understand their customer's complaint thoroughly and accurately, so they can recommend the best possible solution. In most cases, the helpdesk and the customer are geographically separated by large distances, which may result in a delay in solving the customer's problem. Sometimes most trivial problems take ages to solve due to this physical barrier.

Telephonic conversations between the customer and the helpdesk technician may help resolve this matter to a certain extent but it also throws up challenges like; unclear communication of the problem, difficulty in following complex instructions provided by the helpdesk, etc... Sometimes language becomes an impediment to the communication, as does the fact that each customer's product installation is rigged slightly different from that of the others.

This case study demonstrates how Infinite helped one business improve the efficiency of its customer service operations by at least 80%.



**REMOTE HELPDESK SERVICES**  
**UNCLEAR COMMUNICATION**  
**COMPLEX INSTRUCTIONS**  
**TO FOLLOW DELAYED**  
**CUSTOMER SERVICE**

# BUSINESS Objectives

To develop an application that helps the customer and the helpdesk technician to connect with each other visually despite being at different locations; thereby enabling a more trusted and clear medium of communication between the two. The application also enables:

Provide clear and visual instructions to customer to solve their problem



Accurate and faster understanding of the issues, as the technician has a visual feed of the problem faced by the customer



Efficiently resolve the problem remotely without having to travel long distances, saving time and energy



Quicker customer turnaround time



# INFINITE'S Solution

Introducing VISUAL SUPPORT – a skype based mobile app that enables remote visual connection between the helpdesk technician and the customer. This app helps Infinite's client to manage its customers' expectations more efficiently while increasing their turnaround time to address customer needs significantly.

VISUAL SUPPORT has also brought in a great ROI for the client business, by helping them save both time (of their technicians) and money (spent on constant travelling), thereby enabling them to focus on solving bigger challenges and customer needs.



# PRODUCT FEATURES

The app VISUAL SUPPORT has the following features depicted in-line:

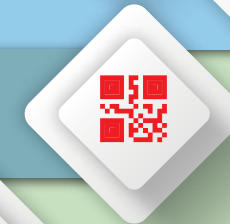
The app is available for both Android and iOS platforms (smartphones and tablets) and can be downloaded iTunes and Google Play Store



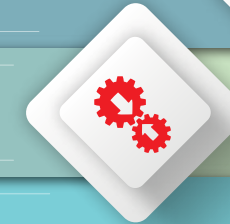
Ability to make a call to the service desk, and then launch the app from the same phone



QR codes read for OTP



"ServiceNow" Integration to send updates of the Incident



EID Authentication for client's OTP



Analytics / statistical report on calls attempted

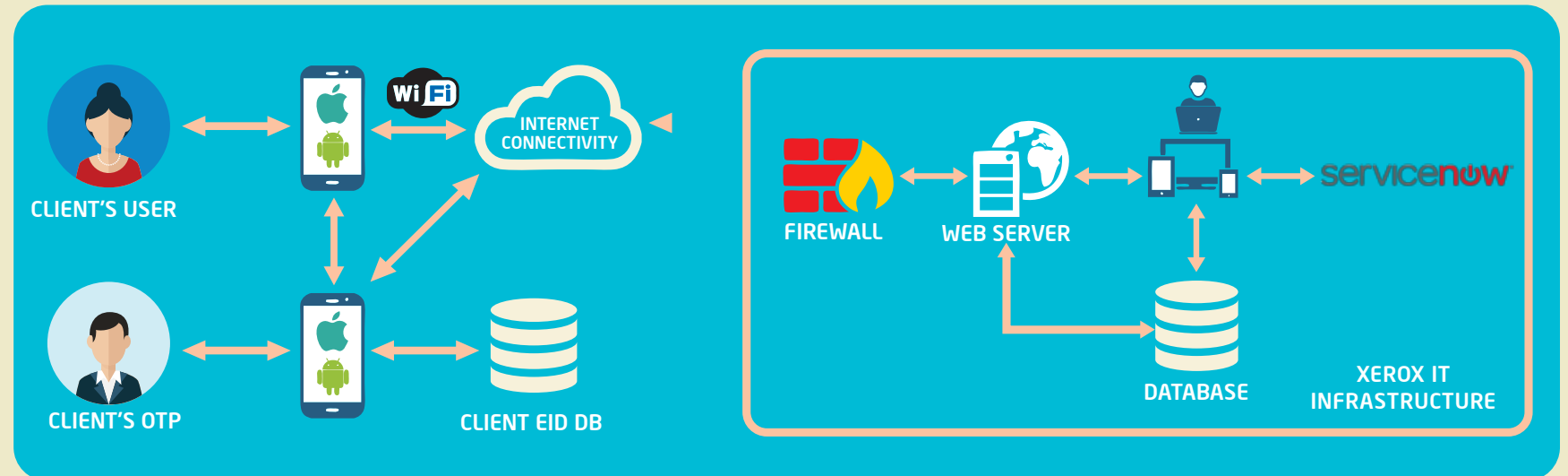


Peer to Peer video call



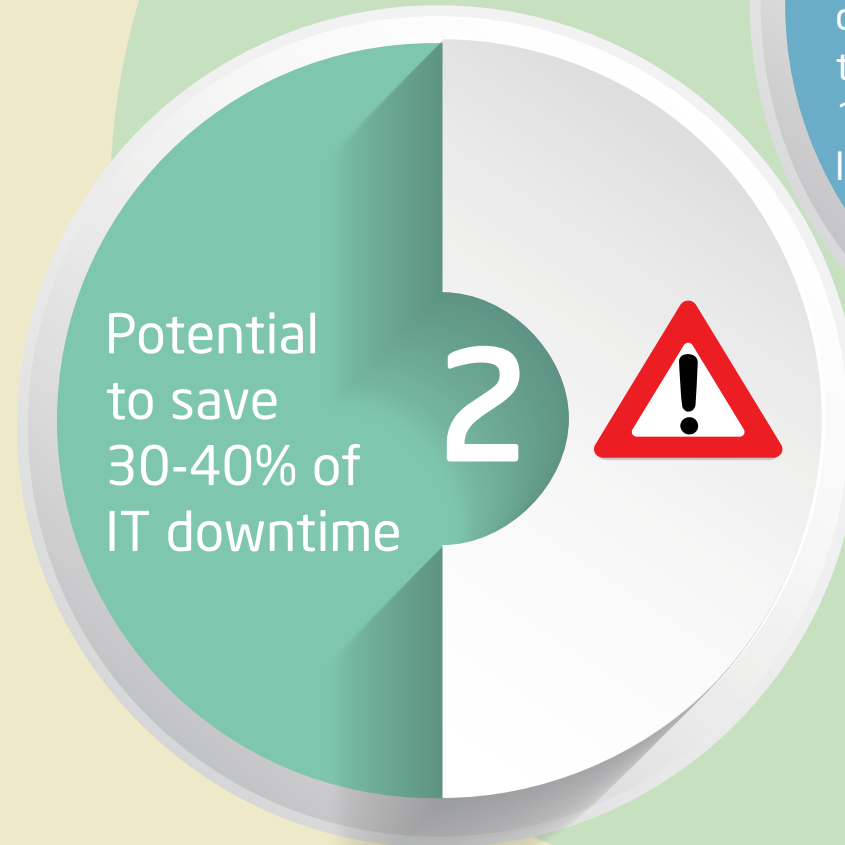
# PRODUCT FEATURES

## Visual Support - Features and USP



1. Visual Call / Conference solution based on popular and reliable Microsoft Skype platform.
2. Desktop client for the convenience of IT Helpdesk team / Staff.
3. Random Skype ID and OTP number generation to avoid repeated and unanimous calls
4. Mobile Solution integrated with existing IT Helpdesk / Trouble Ticket System such as ServiceNow for future reference and analysis.
5. Mobile solution with the ability to read QR codes and direct the user to the appropriate links
6. Mobile Solution integrated with existing knowledge Management portal for quick / basic reference by IT Helpdesk team.
7. Mobile Analytics and Dashboard for quick overview of the IT helpdesk team response to customers' problems.
8. Role based functionality - Customer, OTP User and Helpdesk
9. Secure user authentication - Integration with client employee database and ServiceNow

# VISUAL SUPPORT PERFORMANCE





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