

Implementing Effective Remote Expertise: The Real Value of Augmented Reality

How BD achieved widespread adoption with Help Lightning's cutting-edge AR technology



Introducing Help Lightning

We at BD have introduced Help Lightning as a brand new product in our diagnostics division and subsequently expanded the technology to our biosciences division. But adoption was not an easy process—the tool was foreign to most teams and stakeholders, so our marketers had to generate internal interest in the tool to achieve buy-in. As we will find, celebrating these successes has been a key part of the adoption strategy.

About the Author

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Before beginning her career at BD, Shannon led multiple contact center teams at Bank of America, where she specialized in team restructuring, training, recruiting, sales, and management. At BD, she's proven herself to be an influential leader with a record of maximizing revenues, optimizing customer relations, and implementing creative, innovative and positive solutions.

Introducing Help Lightning

In the medical devices business, it's imperative that companies get optimal results without impeding upon the testing functionality of equipment while dealing with live human samples. That's why Help Lightning has become a game changer for service departments and their customers.

Help Lightning's merged reality technology blends two real-time video streams—that of the remote expert and that of an on-site technician—into a

collaborative environment. This virtual-interactive presence enables an expert to virtually reach out and 'touch' what their service technician or customer is working on remotely. Using existing mobile devices—any iOS device, Android device, or web browser—experts can visually collaborate with a colleague or a customer as though they were working side by side. This allows service experts to actually demonstrate resolutions, not just describe them, even from thousands of miles away.



Three Steps to Adopting Help Lightning for Your Business

BD needed a clear-cut strategy to drive widespread adoption across our service organization—a strategy you can utilize for your own organization. The strategy would require both internal and external efforts to gain support for this new technology. That’s why we identified the following **three best practices** on how to better position Help Lightning for your business:

ADOPTION BEST PRACTICES

1
Create
a Buzz

2
Celebrate
Success

3
Increase
Adoption



Creating an Internal Buzz

Internal adoption requires internal marketing strategies highlighting the benefits and ease of transition into using the new technology. The first step for BD was creating a **dedicated floor space** featuring mobile technologies for interactive demonstrations. These included iPads in front of a banner promoting the tool, as well as frequently updated content demonstrating our real-time successes. The goal was to keep Help Lightning at the forefront of everyone’s mind.

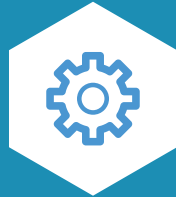
The next step required **buy-in from internal associates**. This involved a word-of-mouth campaign driven by interactive events—contests and raffles, for example—that would introduce associates to the tool in a novel way.

The management team introduced **incentives** that inspired associates to promote Help Lightning to their customers and their peers. The rationale was that, while BD cannot control customer adoption, the company could maintain control over the degree to which associates introduced the tool in real service environments.

Ultimately, our key driver for adoption was informative—associates needed to understand that Help Lightning would help drive customer experiences and generate better service outcomes. The aforementioned methods would ensure associates could identify the appropriate time to introduce the technology to customers, and understand how to promote it.

Creating a Buzz among Customers

Once internal associates realized the fundamental advantages Help Lightning provided them during daily service interactions, the team turned their sights to generating customer buy-in. An external 'cheerleading' process would unfold, which featured a planned, segmented approach:



BD needed to **educate customers about the tool**, how to use it, and how it could benefit them from a business standpoint. Service technicians began pairing with digital marketers to distribute smart, widespread email promotions to this end.



BD leveraged the **interactive voice response (IVR) messaging**. The IVR menu on the BD 800-number would include a catchy and practical marketing message before customers would complete a request for service. This way, even customers that did not read emails would receive a basic introduction to the technology.



BD associates would follow up by **directly introducing the product to their customers**. At this point, the customers had some familiarity with the technology.

Celebrating Help Lightning's Success

BD sought to allay any residual misgivings or fears by building up confidence among associates and their customers. Once adoption began to pick up, the marketing team looked to opportunities to celebrate successes that would reinforce the advantages of the technology (e.g., sharing 'wins' and specific service metrics). This helped both associates and customers become more comfortable with the possible outcomes of adoption.

Bold 'cheerleading' emails continued on a frequent basis. BD would partner with Help Lightning to acquire success stories that would reinforce the technology's value. The moment a success story arrived, marketers would post it publically to generate excitement.

Success stories focused on multiple scenarios, including specific roles and events to encourage continued adoption under a wide range of circumstances.

Each success story featured best practices and answered key questions:

- To which customers and associates does the scenario relate?
- How was the technology applied?
- How did Help Lightning help the associate and the customer?
- What were the results, and what were the KPIs?



Associates who were initially uncomfortable promoting Help Lightning would see peers offering it to customers under circumstances with which they were familiar. Those associates could then cite examples to their customers as they moved to incorporate the technology into their service engagements.

The final initiative was to encourage continuous use. We started by observing patterns where certain associates were implementing Help Lightning in a wide range of circumstances, while others were hardly adopting Help Lightning at all.

We started focus groups with these associates, engaged with successful advocates to learn how they got their successes, and created scenarios allowing underperformers to practice.

After a while, we began measuring their results as part of their performance appraisals. We made it clear that this had become expected of them. Meanwhile, we provided every resource they needed to meet those milestones and show customers that Help Lightning is a game changer for service.

Creating a Culture of AR Service

Essentially, our goal in the technical support center is to not have to dispatch a technician at all. The last thing a customer who loses a critical service wants to hear is, “Sorry—we’re going to have to send a field technician to your location.”

When one of our technicians knows that they’re going to create a Help Lightning session, they pick up their wireless headset, enter our designated Help Lightning area, grab an iPad or smart phone, open a session, and start troubleshooting with the customer immediately.

Soon, we began receiving direct testimonials from customers differentiating us from our competitors:



“The service was great. It was excellent. The agent introduced us to a new app where we could virtually interact with him. He could see what we were doing and guide us on what to do to fix the problem.”

**“This is SO COOL”
“JUST REALLY AMAZING”**

“We used video calls with some other companies, but this is a **WHOLE NEW LEVEL**”

“I’d like to say thank you for your assistance in this matter and providing one of the best, if not the best, customer service experiences I’ve ever had. I was amazed by the technology when you took control of my phone through the app and the promptness in which this issue was resolved.”

Any time we received feedback from a customer, whether from a field engineer on site or from our phone support associates, we would take their quotes and send them out in emails. Every day, we would give kudos to the person who interacted with the customer using Help Lightning.

Internally, BD teams from Asia Pacific and Europe read our Help Lightning content and began asking for more information. We continued our internal marketing efforts to encourage adoption globally. We presented Help Lightning to everyone, from senior leaders down to our manufacturing floor, to talk about the difference that Help Lightning has made in the service department.

Game-Changing Business Results

“Can you ‘Lightning’ me?”

is now a frequent request among our customers.

We’ve noticed three game changers that have helped our business as a result of using this tool:



Boosted Internal Efficiency



Improved Customer Experience



Differentiated Strategic Value

With the use of Help Lightning, our engineers can immediately **identify the exact parts that they need**. Help Lightning is **improving our first-time fixed rate**—we know this to be the case because we can **track our numbers** through the system. We have also seen improvements in terms of **delivering the right parts, minimizing dispatches** and providing **better visibility** into how customers enjoy our service.

Help Lightning has improved how we find solutions over the phone, and we’re decreasing the cost to dispatch technicians. Expediting fixes with this tool

is **driving customer excitement** as well. In all of their years requesting service, customers have never seen anything like it. “Can you ‘Lightning’ me?” is now a frequent request among our customers.

BD is a global company. Help Lightning is **adding strategic value**, allowing us to extend our global reach. The ability to use this tool across oceans allows us to connect the right expertise with the customers that really need it—no matter what.

Conclusion: For Customers, Help Lightning is BD

Help Lightning has transformed the way we do business and is sure to transform the industry as a whole. The rationale behind Help Lightning is simple—when fully operational, BD’s diagnostic equipment delivers results to doctors as quickly and accurately as possible. 100% uptime and efficiency is our goal because there are human samples in our instruments. It’s imperative to us that we get these instruments up and running as best we can.

Ultimately, BD is a medical device company—family members and their lives depend on our instruments to function properly, and Help Lightning has become a critical component in delivering that success. It’s when our associates and customers realized the human aspect of this new technology that adoption really took off.



About the Authors



Becton Dickinson is a global medical technology company that is advancing the world of health by improving medical discovery, diagnostics and the delivery of care. We envision a world where our solutions advance healthcare and improve worker and patient safety.



Help Lightning has completely reimagined how businesses, customers and employees are able to give and receive help using merged reality. Help Lightning has eliminated the frustrations and inadequacies of phone or simple video chat, as well as dramatically reduced the need to drive or fly to interact in person.