



# **As the business landscape continues to change, adopting a remote mindset is critical**

**From disruption to transition, COVID-19 has waltzed us into a new era of digital and remote enablement that is here to stay**

 **stream**

# Overnight businesses were forced to find new ways to work.

Retailers had to find ways to meet their customers where they were; safely online and in the comfort of their homes. Service providers had to reimagine how to provide field services more efficiently and with less risk. Restaurants and boutique businesses had to stand up ecommerce sites and develop contactless delivery services. Traditional organizations had to provision and manage newly remote workforces. In the wake of COVID-19, **everyone** had to find new ways to conduct business.

Companies that were able to transform and rise to the challenges presented by the pandemic did so by accelerating the digitization of customer interactions, increasing the production of digitally enabled products, and remaining anchored on providing best-in-class customer experiences.

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**During the COVID-19 crisis, one area that has seen tremendous growth is digitization, meaning everything from online customer service to remote working to supply-chain reinvention to the use of artificial intelligence (AI) and machine learning to improve operations.**  
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McKinsey & Company

We are witnessing a historic deployment of remote work and digital access to services across industries to accommodate the ways in which customers prefer, or in some cases are forced, to interact. The surge in remote-abled technologies is here to stay. Based on research conducted by McKinsey & Company, 75 percent of people using digital channels for the first time indicate they will continue to use them when things return to “normal.”

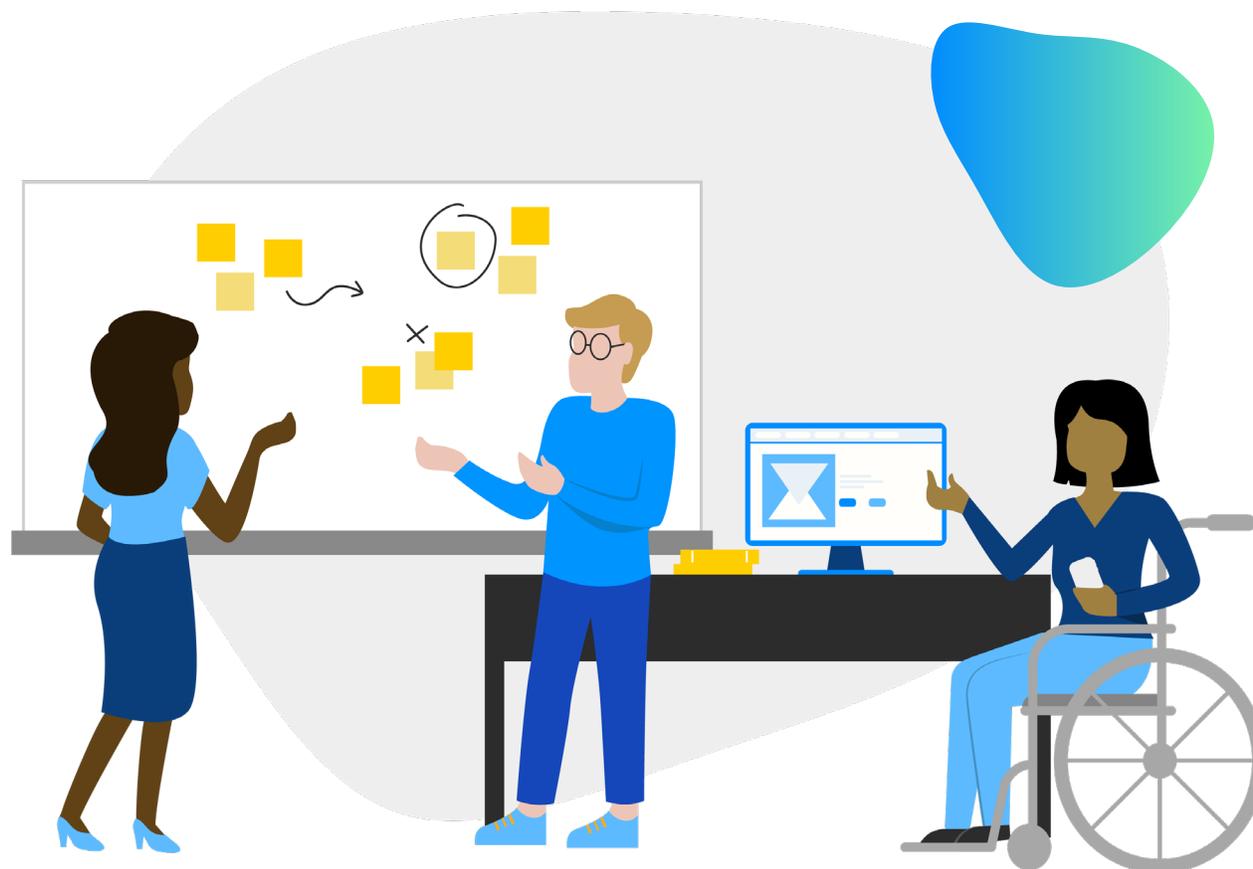
Shifting to a remote-first mindset is imperative for organizations to mobilize quickly, respond to customer requests with expediency, and maintain and build sustainable customer relationships.

# Business leaders must consider the customer journey as they adopt a remote-first mindset

In order to launch successful, human-centric, remote programs, companies should consider ways to stand up these programs in ways that reduce friction, offer safer ways of conducting business, and ultimately improve the customer experience.

## How?

- + **Executive teams** need to reimagine their customers' journey and how they can adapt their services to more responsively meet customers on their channel of choice
- + **Business unit managers** must build partnerships to respond to unprecedented challenges from outside of their experience and domain
- + **Talent and training** leaders need to nurture new remote skillsets, and digitize workflows and job aids to better support customers in real time
- + **IT teams** should reconsider the flexibility of their stack, prioritizing omnichannel touchpoints and nimble cloud integrations



The events of the past year have upended almost everything—how and what people buy, how and where they work, and how they interact with others. These new consumer behaviors will not simply revert to the conditions that prevailed pre-pandemic, the next “normal” is going to be dramatically different and demand that companies continue to push beyond CX philosophy and cement business practices around delivering exceptional experiences.

The remote CX revolution spans beyond marketing and product teams, it will require transforming the holistic mindset of the organization.

“  
**In our 2017 survey, nearly half of executives ranked cost savings as one of the most important priorities for their digital strategies. Now, only 10 percent view technology in the same way; in fact, more than half say they are investing in technology for competitive advantage or refocusing their entire business around digital technologies.**  
”

McKinsey & Company

### When each team, from front-of-house to the back-office, is invested in remote thinking:



Organizations will profit from delivering people-first experiences



Brands will be built on interactions that connect customers to what they want



Product development will flourish based on user-driven design and insight

**Just over half of leading companies (about 53%) say that customers expect them to continuously innovate with more relevant products, services and experiences that adapt to their needs and set new standards, versus just 31% of their peers.**

Accenture

# Stroom<sup>®</sup> video chat, better than being there

Interactive, remote video collaboration is helping customer-centric companies solve today's problems and build for the future. Stroom's AR-powered platform affords teams the vision and data to see around corners and solve enterprise problems. Simply powerful; web-to-web video chat and support tools connect users in real-time to a professional who can leverage the augmented reality features of the phone to provide guidance and instruction and take measurements.

## Prioritize the customer experience

Rebuild experiences completely around the customer and their goals, conveniently meeting them when and where they are ready

## Deliver powerful enterprise results

Break down silos, build modern workflows, and launch customer experiences into the future with AR and AI powered tools

## Define your AR roadmap

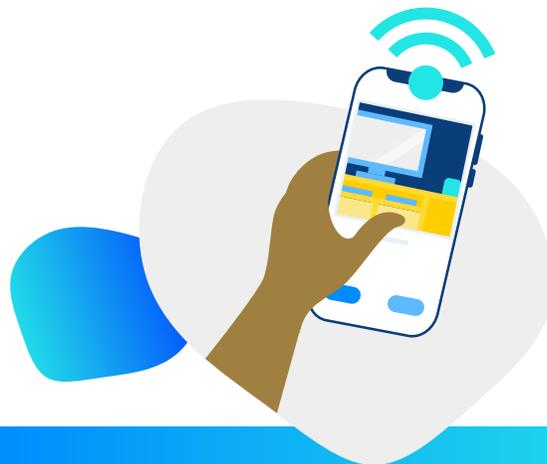
An AR-view of the world gives teams unprecedented power to build the future of interactive experiences and connect short-term wins with long-term innovation strategies

## Innovate for Tomorrow

Create additional revenue streams, realize multiple operational efficiencies, and uncover new business opportunities

## Drive Results

Double sales team capacity and reduce site-visits while strengthening workforce resiliency and unlocking siloed data



“  
**From on-demand virtual energy advising to EV site inspections, to quality assurance; the Stroom platform helps us deliver more choice, convenience, and control to utility customers — and has been a revenue driver across our business.**  
”

Seth Little, CLEAResult Director of Virtual Delivery

# Benefits of adopting remote product mindset



## Respond to business challenges

Offer safer, virtual visits and build resiliency into your organization.



## Improve NPS scores

Rapidly improving CX through visual communication results in higher NPS scores.



## Expand into new markets

Leverage virtual estimates and contractor networks to grow into new geographic markets.



## Up-level customer training

Reduce errors and help customers with contextual, real-time support.



## Increase agent capacity

Increase an estimator's daily capacity by 200-600 percent.



## Reduce warranty budgets

Eliminate escalated support requests and reduce case handle times.



## Reduce opportunity costs

Reduce travel time and travel related expenditures.



## Remove language barriers

Transcend language and cultural barriers and improve training with visual context.



## Boost first-call resolutions

Ensure you have the right tools and equipment for increased project efficiencies.



## Reimagine client experiences

Guide discovery with a white-glove touch from anywhere.



## Decrease sales cycles

Reduce the time it takes to produce quotes and close deals faster.



## Conduct more efficient installations

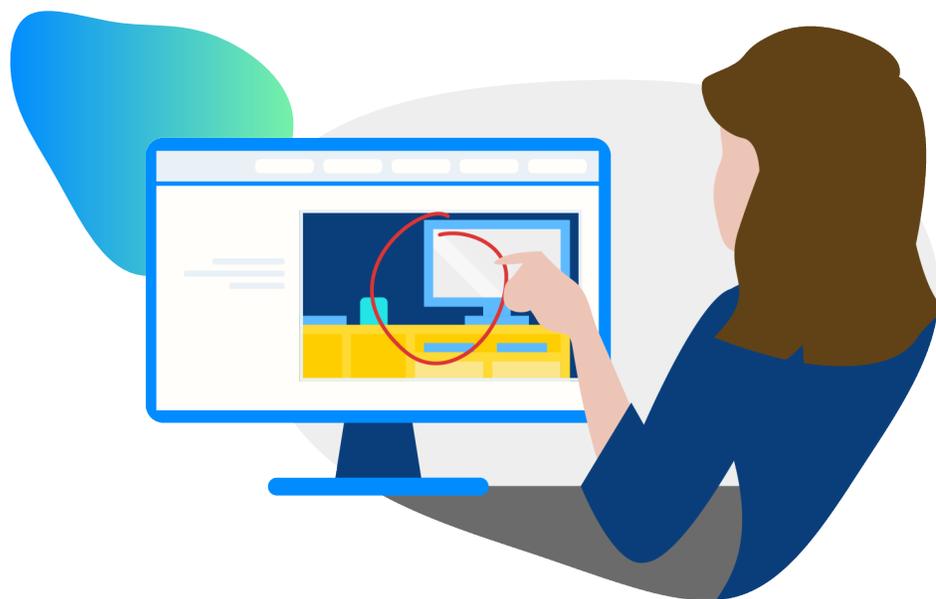
Remotely measure and record project details so installs go right the first time.

THE INTERSECTION OF PEOPLE-FIRST WORKFORCES AND TECHNOLOGY

**AR is meant to enhance human capabilities, not detract from them. It allows us to be more present and in touch with the world. At Stroom, we believe that with our core focus on the consumer experience, we can continue to enhance the human experience and capabilities with AR.**

**Ryan Fink**

CEO & Founder, Stroom



# See how other innovative brands are leveraging the Stroom platform

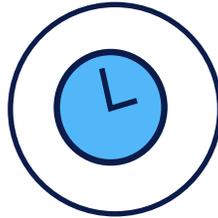


## Virtual Assessments Grow Field Service Business During a Pandemic

The COVID-19 pandemic has disrupted nearly all home and field service work across the globe. With field teams facing work shortages and furloughs, the industry needed of a safe and secure solution to connect with their customers safely and conveniently at home.

Learn how CLEAResult tackled these issues head on and in only five weeks launched customer-first programs that grew their business and transformed their customer experience utilizing only the StroomCore™ platform.

[Learn More](#)

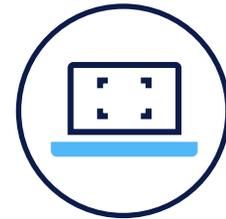


## National Efficiency Program Doubles B2B Sales, Reduces Timelines by 78%

With only a small crew of professional estimators covering a national sales area, British Gas customers could wait nearly a week to receive a quote which resulted in weeks-long sales cycles. Additionally, commercial boiler projects would last months and multiple on-site visits and lengthy travel time was having a negative impact on their bottom line.

Learn how British Gas was able to expand service capacity, reduce sales cycles by 78%, and power Net Zero efficiency goals using Stroom's interactive video for remote HVAC estimates.

[Learn More](#)



## Interactive Video Powers Small Businesses To Grow And Thrive

Small businesses must adapt and innovate to stay competitive in the ever changing landscape of field services. Finding ways to quickly respond to challenges, build lasting relationships, and deliver amazing customer experiences is the key to successful and sustainable growth for any size organization.

Learn how Cleansolution used StroomCore™ to empower their teams with interactive video calls allowing them to offer real-time customer service in the face of a pandemic, significantly reduce travel, and increase their close rate by 82%.

[Learn More](#)

A remote, personalized product mindset is defining a new baseline for customer experiences across the enterprise. Learn how to transform your digital products and your bottom line with easy-to-implement AR-powered video tools.

**To get started, visit**  
[www.streem.com](http://www.streem.com)

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**This simple enhancement shortened our calls and improved diagnostic success rate. We now send the right part the first time – rather than needing multiple calls and multiple parts to get it right. Our customers love it.**

”

**Corey L. Savory-Venzke**

VP, Customer Experience & Service  
Traeger Wood Fired Grills

**Resources:**

**How COVID-19 has pushed companies over the technology tipping point—and transformed business forever**

<https://www.mckinsey.com/business-functions/strategy-and-corporate-finance/our-insights/how-covid-19-has-pushed-companies-over-the-technology-tipping-point-and-transformed-business-forever>

**An Experience Renaissance to Reignite Growth**

[https://www.accenture.com/us-en/insights/interactive/business-of-experience?c=acn\\_glb\\_businessofexpergoogle\\_11656571&n=psgs\\_1120&gclid=CjwKCAiAouD\\_BRBIeiwALhJH6PtRpm\\_oNxubky4\\_kzQinjf68wsfv9\\_c0MF5djCNv07DV1bCpmF\\_AhoC8loQAvD\\_BwE&gclid=aw.ds](https://www.accenture.com/us-en/insights/interactive/business-of-experience?c=acn_glb_businessofexpergoogle_11656571&n=psgs_1120&gclid=CjwKCAiAouD_BRBIeiwALhJH6PtRpm_oNxubky4_kzQinjf68wsfv9_c0MF5djCNv07DV1bCpmF_AhoC8loQAvD_BwE&gclid=aw.ds)

**The next normal arrives: Trends that will define 2021—and beyond**

<https://www.mckinsey.com/featured-insights/leadership/the-next-normal-arrives-trends-that-will-define-2021-and-beyond>