

Success Story: Oxford Instruments NanoAnalysis



Global company uses Help Lightning to deliver customer support that saves costs, increases revenue, and delivers greater value to customers.



Problem

Oxford Nano wanted to transition from the classic 'break/fix' model to provide proactive support that would better serve their customers.

Solution

Help Lightning powers Oxford Nano's AR-enabled remote visual assistance platform Live Assist, enabling the company to provide better, faster support while increasing revenue at higher margins.

Benefits

- ▶ **Proactive Support:** Transition support from reactive to proactive, helping customers feel secure with your product.
- ▶ **Robust Customer Relations:** Experts can be available to your customers from anywhere in the world in real time, on any device.
- ▶ **Increase Revenue with Higher Margins:** Offer a higher level of service while reducing travel-related costs and downtime.

Dan Turner is Global Service Business Manager at Oxford Instruments NanoAnalysis, using Help Lightning to power Live Assist, the company's AR-enabled remote visual assistance service. He shares how his team uses Help Lightning to add value to their support model, while growing the company's revenue.

Transition from Reactive to Proactive Customer Support

Prior to using Help Lightning, Oxford Nano operated within a 'break/fix' model, which was time consuming, inefficient, and of low value to customers.

"The time between something going wrong and then someone going to fix it can be weeks or even months. With Help Lightning, you can check in on customers and do equipment checks remotely to make sure everything is working as it should. You can identify issues before an instrument breaks and help customers take needed action before it becomes a problem for them."

Instant Hands-On Support for Customers from Anywhere in the World

Customers can contact support in real time, from anywhere in the world and on any device, including iOS, Android, and PC, without having to download or add hardware.

"Customers think it's otherworldly when they see the images projected in 3D right on their screen. It's a greater level of intimacy compared to a phone call or email, and that translates to minimal time to repair. There is no more guesswork. If an engineer must go onsite, they are able to fix the issue in one visit. That gives customers maximum uptime, and that's more revenue for the customer."

Boost Revenue While Adding Value

AR-enabled remote visual assistance with Help Lightning enables Oxford Instruments to serve more customers faster, and without costs related to travel and engineer downtime. With the onset of the COVID-19 pandemic, call volumes through Live Assist surged, translating to a 19% increase in revenue.

"Every time we save a visit, the savings to Oxford Nano is £1,200-£3,000 (\$1,625-\$4,000 USD). We are making ~100 calls per month now using Live Assist!"



Help Lightning's Remote Visual Assistance software provides real-time video collaboration enabling company experts to work virtually side-by-side with anyone needing help, anywhere in the world. Ideal for complex equipment maintenance, repair, and training.

helplighting.com

Copyright © 2022 Help Lightning, Inc.