



A BUYER'S GUIDE TO

Video-based Support



Today, companies across industries must pivot to support physical equipment and spaces **remotely**.

Customers and remote employees cannot rely on in-person support when brick-and-mortar businesses are closed or when it's simply too inconvenient. Plus, agents and field teams need a way to do their work as safely and efficiently as possible.

Camera-sharing technology enables agents to see the end user's equipment remotely and guide them to fast resolutions. But selecting the right tool is crucial to providing the fast, frictionless, and secure support your customers expect. Use this buyer's guide to help you zero in on the solution that will work best for your organization.



Best-In-Class Camera Sharing

Based on experience working with tens of thousands of professionals in organizations of all sizes worldwide, we have identified the three most important aspects of any video-based support solution.



1. Instant

Don't lose precious time to downloads. Downloading an app can be time-consuming and frustrating to non-tech-savvy users, and no one wants to download an app for just one use. Start camera-sharing sessions seamlessly with the speed and simplicity of a zero-download solution.



2. Contextual

End users will appreciate clear and concise guidance that gets them on their way fast. In-session tools like annotations help agents guide end users with on-screen instructions. End users will see exactly where they need to focus their attention with step-by-step visual cues.

3. Secure

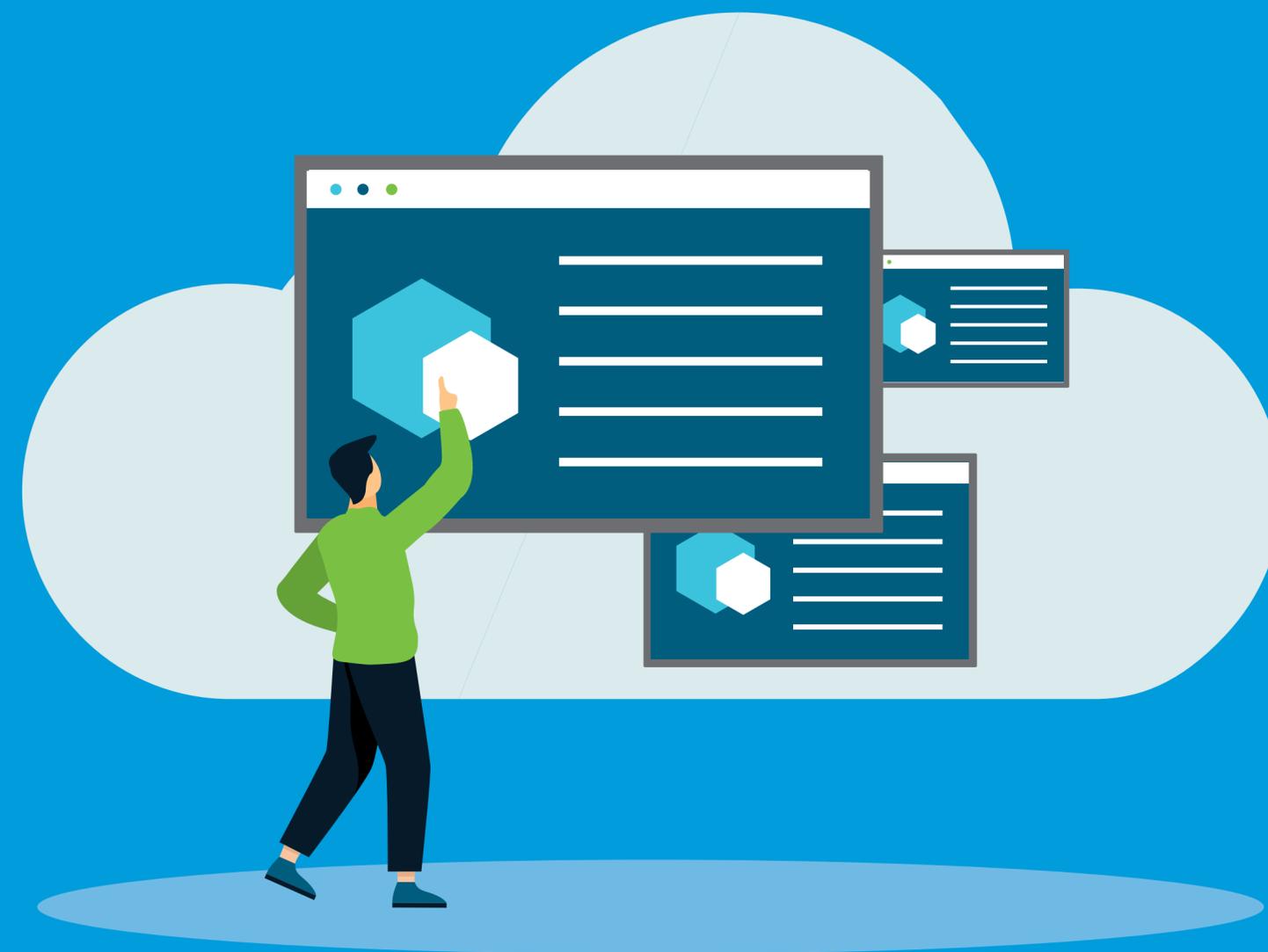
Any solution that you bring into your organization should be secure. Camera-sharing is no exception. Protect your business and build your customer's trust with industry-leading security, recording, and reporting.



STEP ONE

Get clear about what you need.

The right camera-sharing solution is the one that best fits your business needs. Before focusing on features and functions, consider what business goals you need to accomplish with your new investment.



What are your potential use cases?

Select all that apply.

Product support/installation

Guide customers through fixes and setups.

Warranty support

Inspect items remotely and shorten the claims lifecycle.

Insurance claims

Validate claims on the first call to shorten the process.

IT hardware support

Help remote employees in their home workspaces to minimize business disruption.

Onboarding/training

Show customers how to best leverage your products to maximize the value of their purchase.

Field support

Assess jobs before sending a truck and provide junior field techs with easy access to senior expertise.

Other: _____

CONSIDER THIS

Standardizing on a Solution

Keep in mind, many companies have multiple use cases inside their organization. If this is the case for you, look for a solution that is easy to leverage across departments. It's not only simpler for your organization but allows you to deliver a consistent customer experience across the customer journey.

Which teams will be using it?

Select all that apply.

- Customer support
- Field service
- Tech support/IT helpdesk
- Other: _____



CONSIDER THIS

Standalone Solution vs Larger Platform

Which is more important to you: a standalone solution or a feature within a larger platform? A standalone solution gives you more flexibility to purchase the exact right solution for your teams.

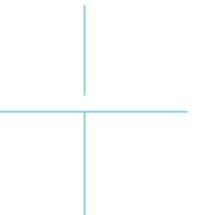
What **device types or browsers** do your field service team or customers use?

- iOS iPhones and iPads
- Android smartphones and tablets
- Windows devices, like Microsoft Surface Pro tablets
- Specified browsers: _____

CONSIDER THIS

Flexibility

Most solutions don't work on all devices, yet end-user devices may vary widely. Help future-proof your investment with camera-sharing that can be accessed through any mobile device camera, regardless of OS or browser.



What performance indicators are your highest **priorities**?

Select all that apply.

Truck rolls

Reduce the number of times a field service technician is dispatched and leverage pre-roll assessments to improve first-visit resolutions.

Customer experience (CSAT/CES)

Provide white-glove customer assistance to improve customer satisfaction and reduce customer effort.

No-fault-found (NFF)/No-trouble-found (NTF)

Reduce instances where an issue is easily resolved yet incurs service costs.

Average handle time (AHT)

Resolve customer issues quickly to maximize agent efficiency and satisfy customers.

Windshield time

Reduce the unproductive time that a technician spends moving from one service stop to another.

First visit completion rate/First-time fix rate

Empower technicians with the tools they need to ensure that problems are resolved on the first visit.

Other: _____



CONSIDER THIS

On-the-ground Evaluations

There's value in having your agents and field service teams evaluate the solution prior to purchasing. Will they be comfortable using it to support your customers? If there is too much friction, they may avoid using it with customers, which will negatively impact your ROI.



If you already use a camera-sharing solution, what **pain points** are you trying to solve?

- Requiring the end user to download an app is time-consuming and confusing, adding time to the call and frustration to the customer experience.
- Customers are reluctant to download an app for one-time fixes, so calls don't start off on the right foot.
- The solution is limited to one team, but more or all customer-facing teams could get value out of it.
- Agents are unable to offer clear and pointed instructions with on-screen annotations.

- Phone or chat conversations cannot be seamlessly augmented with camera-sharing, requiring the agent and user to jump platforms and endure a disjointed experience.

- Other: _____

CONSIDER THIS Future Pain Prevention

Pain points tend to shift. A solution that solves your issues today may not be equipped to head off new ones. Ensure the solution you choose has a well-rounded set of features to prevent any of these potential pain points in the future.

STEP TWO

Prioritize the features that matter most.

As you evaluate Rescue Live Lens and other camera-sharing solutions, consider the features that will help you meet your business goals. Some features may be nice to have, but your prioritized features will put you on the path to success.



Instant

A frictionless join experience.

	PRIORITY
App-free No app downloads are required. Customers join a session with one click.	<input type="checkbox"/>
Browser-based Works across any iOS, Android and Windows mobile device running a supported browser.	<input type="checkbox"/>
Standalone Purpose-built explicitly for video-based support. Does not require a base license of a larger platform.	<input type="checkbox"/>

Contextual

The right action at the right time.

	PRIORITY
Annotation Agents can use on-screen text and shapes to highlight areas and create numbered steps.	<input type="checkbox"/>
Pause session End users can pause the feed for any reason, like when moving locations.	<input type="checkbox"/>
Freeze Agents can freeze the live feed to make annotations.	<input type="checkbox"/>
Snapshot Agents can capture a still image for future reference.	<input type="checkbox"/>
Full-screen agent view Gives agents a clear lens into the end user's environment.	<input type="checkbox"/>
VoIP audio Built-in audio lets you add sound to a chat-initiated conversation.	<input type="checkbox"/>
Mute/unmute audio More control over what you hear.	<input type="checkbox"/>
Session notes Agents can easily record relevant information during or after the session.	<input type="checkbox"/>
Transfer session Seamlessly transfer the camera-sharing session to another agent for first-call resolution.	<input type="checkbox"/>



GOOD TO KNOW

All features listed are included with Rescue Live Lens.

PRIORITIZE THE FEATURES THAT MATTER MOST

Secure

Build customer trust and protect your business.

Secure web portal

Send customers to a secure page to start camera-sharing with one click.

PRIORITY

Pause session

End users can pause the feed for any reason, like when moving locations.

Session recording

Admins can set session recording for quality assurance and training purposes.

Download session data

Keep notes, recordings, and snapshots for future reference.

Industry-leading encryption

TLS 1.2 transport security with AES-256-bit encryption, the level used by financial institutions.

Solutions to check out:

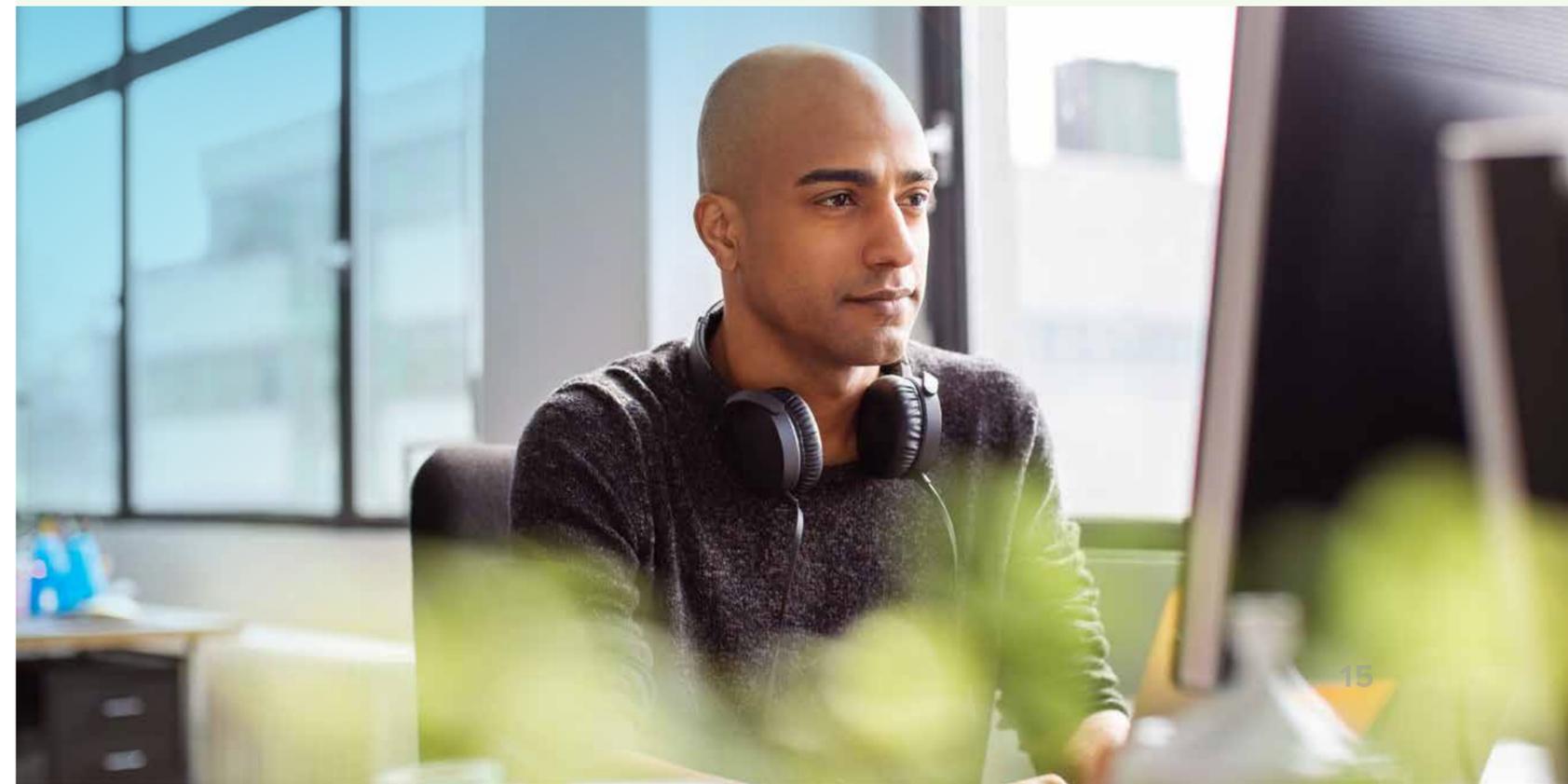
Rescue Live Lens

Demo Scheduled: _____

Demo Scheduled: _____

Demo Scheduled: _____

Demo Scheduled: _____





See Rescue Live Lens for yourself.

As an entirely browser-based solution with zero downloads, customers, agents, and field teams can get into a video support session with just one click. There's no limit to what you can see, support, and solve – seamlessly.

[Request Live Lens Demo](#)

