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Tapping the Metaverse for immersive service

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Synopsis
The metaverse can help the healthcare fraternity by providing trainings on understanding medical tools and machines, performing surgical procedures and more using AR/VR.

Representative image

Rakesh Prasad

Metaverse has to be the most discussed technology trend of 2022. As it continues to evolve, it promises to unleash the next wave of digital disruption. Enterprises and consumers have already started exploring the potential and promise of this virtual world. According to a recent McKinsey report, in January-May 2022, more than $120 billion was invested in building out metaverse technology and infrastructure, more than double the $57 billion invested in all of 2021.

The central theme behind the growth and evolution of the market is the need to deliver superior customer service and experience in today's hyper-personalised environment. Major industries, including media and entertainment, banking and financial services, retail, manufacturing, education, and telecom are exploring metaverse opportunities to provide superlative consumer expeirence that augurs brand loyalty and repeat business.

The McKinsey report cites that 95% of business executives believe that metaverse will have a positive impact on their industry, and a quarter of them believe it will generate more than 15% of corporate revenue in the next five years. With metaverse, businesses have a unique opportunity to transform how, when and where they interact with customers and create new and innovative ways to deliver superior services powered by exceptional experiences.

Here are a few areas where the metaverse can unlock a full spectrum of opportunities and reimagine customer experience across services industry:

Training & onboarding: By embracing the metaverse, organisations across industries have the opportunity to take their employee onboarding and training processes to the next level. Metaverse provides an immersive, interactive, safe environment to equip employees with the right skills to efficiently fulfill their responsibilities. Customer service teams can experience 3D models of all the latest products and gadgets available in the market, they can zoom in, flip, rotate and use products to get acquainted with product

specifications and functionalities.

For newly on-boarded field technicians, it provides a safe and risk-free environment to practise resolving issues without being exposed to unsafe malfunctioning equipment or hazardous work conditions. In fact, with an augmented and virtual reality (AR/VR)-powered metaverse, organisations can create various simulation-based training, gamification training and product usage training, helping technicians to be better prepared to face real-world scenarios.

The metaverse can help the healthcare fraternity by providing trainings on understanding medical tools and machines, performing surgical procedures and more using AR/VR.

Enhanced field services: The metaverse has the potential to drive innovation and agility in the area of field services, from initial diagnosis to repair. It can **empower** organisations to remotely compare the malfunctioning product with a perfect one, and hence detect anomalies faster without disassembling the machines. By knowing the exact issue, organisations can send the right field technician with the right skill set and right parts to resolve the issue, hence reducing unproductive service truck rolls.

The metaverse, in combination with digital twins, artificial intelligence (AI) and machine learning, and AR/VR, equips on-site field technicians, part providers, remote teams and other stakeholders to collaborate on a single platform to resolve complex repair problems faster. Remote teams can create digital replicas of machines, build and analyse data through machine learning models and guide local onsite field technicians with augmented, overlaid information. From warranty verifications to anomaly detections, repair estimations to troubleshooting, claims processing to final payment, Metaverse can streamline service case life cycle and drive efficiency across the processes.

Virtual contact centres: The metaverse can provide a natural extension to customer support in an immersive environment. In this virtual rendition of a real-life environment, agents and customers can meet in the metaverse, with it feeling like an in-person meeting, understand the problem more quickly, and clearly provide visual, direct, and more personalised assistance. Now customers won't need to draft long emails explaining the issue or wait in a call queue to be redirected to the relevant department. Instead, customers get an instant immersive experience where they get full attention from agents to resolve the issue faster.

Product selection & purchase: The metaverse provides consumers with a unique opportunity where they see, interact and use different products across categories. With real-like, store-front experiences, client service teams can help customers to compare products from different brands and their functionalities in the virtual environment to gain additional information about the product before making the purchase decision.

Virtual events, in-game product adoption, advertising etc. can help to tap a potential customer, build more credibility and trust for the brand and guide the customer along the buying journey. By leveraging the metaverse, brands can also excite existing customers to try new versions of the product, or a combination of products, hence increasing the chances of cross selling and up-selling.

Metaverse has opened new doors of unforeseen possibilities for businesses to transform the way they interact and serve their customers. With the evolution of Web 3.0, 5G, blockchain and virtualiation, implementation of metaverse solutions from conceptualisation to full scale

The development will only accelerate. This is the right time for organisations to evaluate their current digital maturity and the potential impact the metaverse and emerging technologies can have on their business.

The writer is senior vice president, digital business, Innover
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