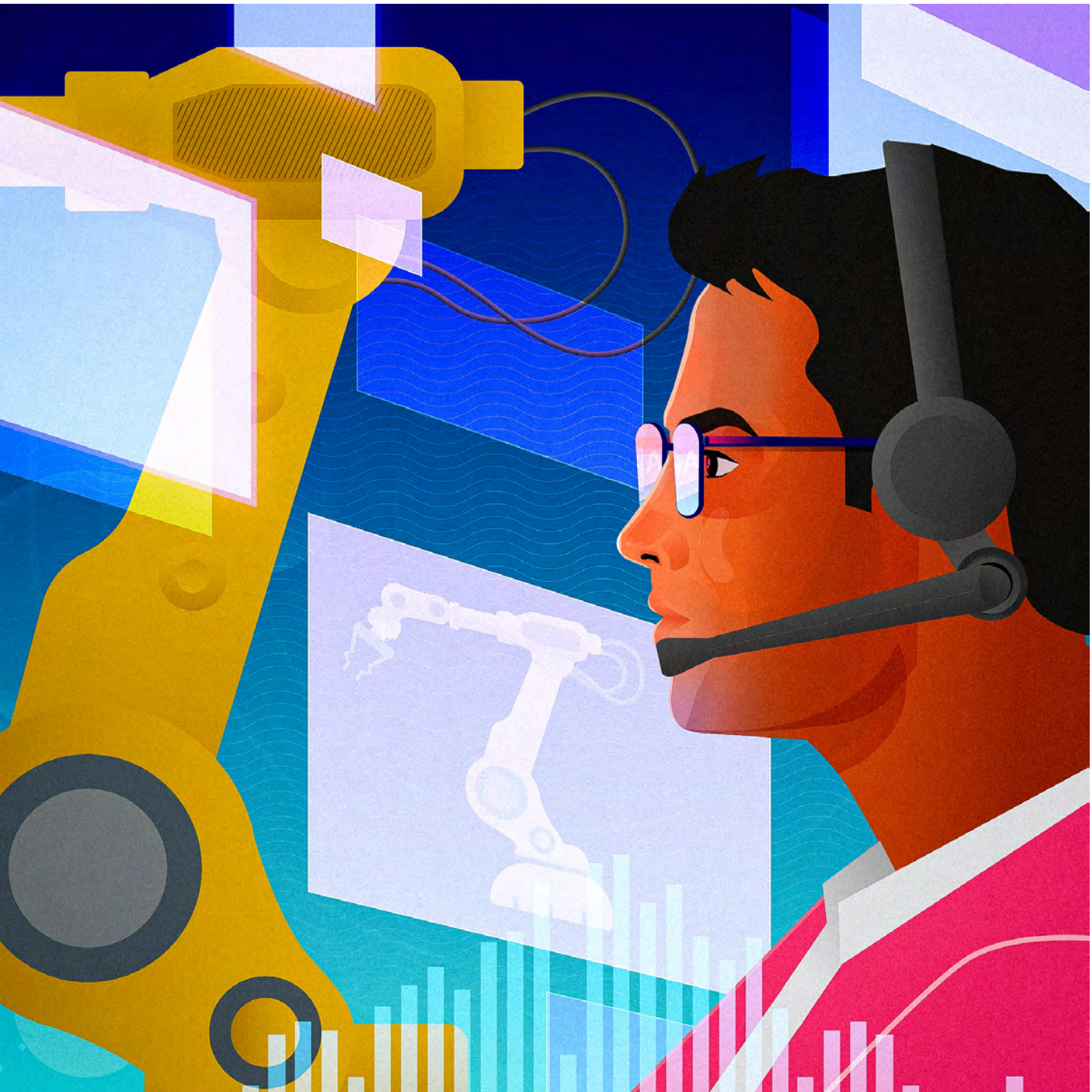
TeamViewer

The real cost of outdated service processes

And how to drive growth by going digital



Introduction

92%

of manufacturers say digital transformation is a strategic priority, with many making bold moves to modernize their operations. But when it comes to after-sales service, it's often a different story.

Research shows that most manufacturers still rely on phone calls, emails, and on-site technician visits to resolve customer issues. These methods may keep operations running, but they slow down your teams, frustrate your customers, and drain valuable resources over time.

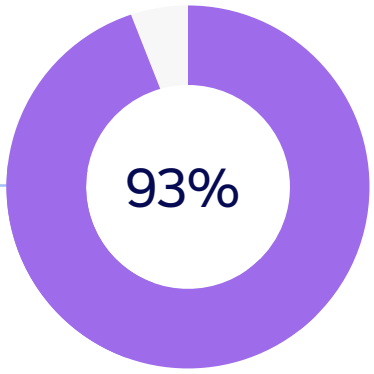
Left unaddressed, these issues can ripple across your organization, raising costs, reducing productivity, and stunting long-term growth.

This whitepaper explores the impact of outdated service tools—how they can affect your organization and key stakeholders like customers and employees. It also shows how a digital-first service model can help you solve problems faster, exceed customer expectations, and create new growth opportunities.

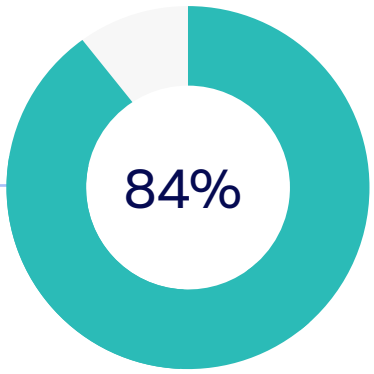
Understanding the limitations of traditional service tools

Before examining the impact of outdated service processes, it's important to understand just how many organizations are still using them.

A study we conducted recently with ABI Research found that **93% of manufacturers currently rely on phone, email, and chat** to provide after-sales services to their customers.



And 84% still regularly dispatch technicians to troubleshoot issues on site.



Sure, these service methods work—but they're not built for scale, speed, or a smooth customer experience. Service hotlines often have long queues, email chains quickly get unwieldy, and traveling to customer sites can take up a lot of your technicians' time.

Some organizations are further along their digitalization journey, having adopted ticketing software, remote access, or augmented reality (AR). But many still deal with **disconnected workflows, unreliable in-house solutions, or a lack of necessary software skills. Integrating new and legacy systems** is a particularly prevalent challenge.

So, if digital transformation comes with its own challenges, is it even worth the effort? In the next section, we look at the consequences of leaving things as they are.

The cost of inaction—who's paying the price

Your operations

When tools are outdated and difficult to scale, your operations are often the first to pay the price. Legacy systems and non-compatible tools increase the risk of **errors and inefficiencies**. Fragmented communication channels like email, chat, and phone create complex documentation and handover processes, often leading to **information loss**.

On-site troubleshooting pulls technicians away from more strategic problem-solving, leaving them to spend a large portion of their time on the road. This not only **slows down resolution times** but also contributes to **emissions**, making it harder to reach sustainability goals. And as your customer base grows, expectations rise, and troubleshooting tasks become more complex, on-site service requirements can quickly become a **bottleneck**.

Your customers

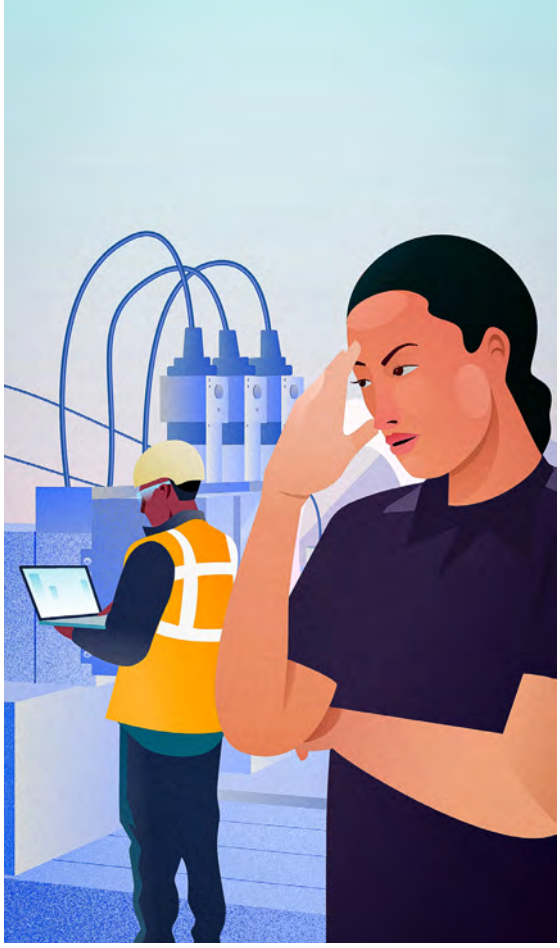
You won't be surprised to hear that outdated service processes have an impact on your customers. Switching between various communication and troubleshooting tools, such as phone calls, emails, and a ticketing system, can create a **fragmented, confusing customer experience**.

At the same time, dispatching technicians to troubleshoot issues on site increases customer **wait times and equipment downtime**. With downtime costing up to $US 9,000 per minute, every delay directly affects their bottom line. That's why manufacturers are updating their service operations so they can solve problems remotely.

Your workforce

Dated technology, complicated workflows, and repetitive, manual tasks aren't just inefficient; they also cause frustration within your team. Especially in manufacturing, where most teams already face **talent shortages and work above-average hours**—47.6 per week.

Frustration, stress, and high workloads can lead to employee turnover—something you'll want to avoid considering replacing a skilled frontline worker typically costs US$10,000 to US$40,000. An effective way to attract and retain staff is to use digital technologies to automate time-consuming tasks, ramp up training, and create flexible working models.



Your business

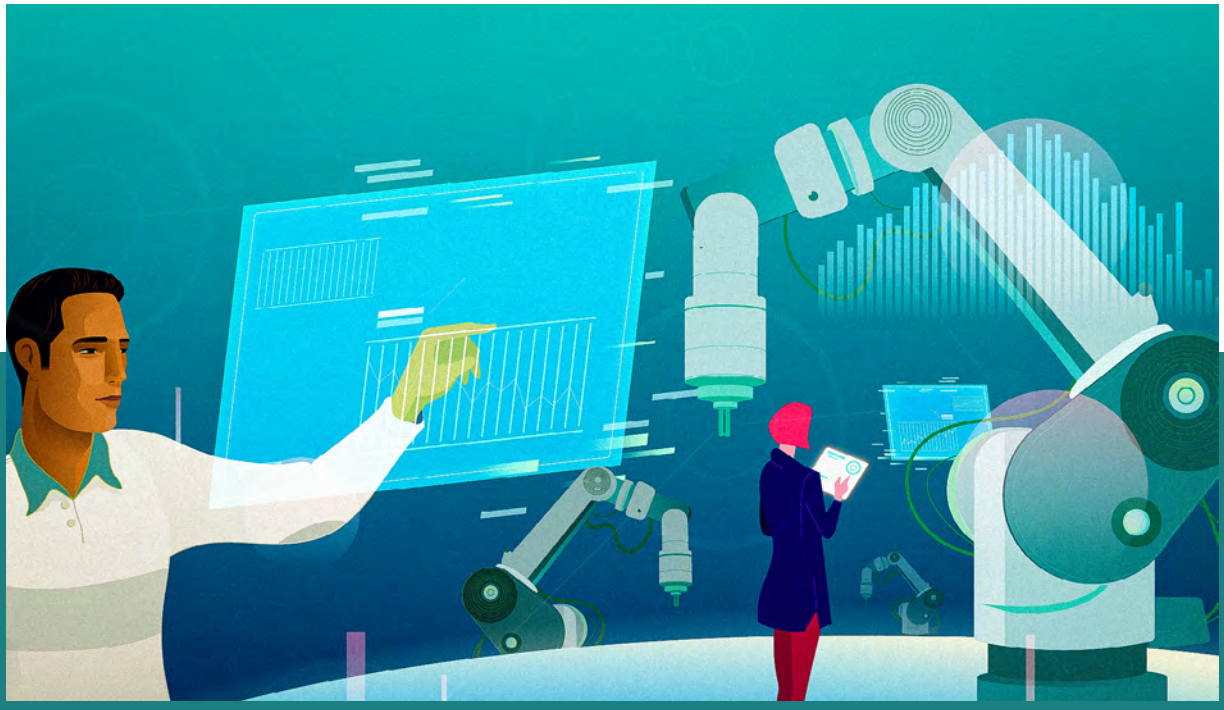
While 92% of manufacturers consider digital transformation a strategic priority, many still struggle to turn their investments into measurable impact. Without a clear plan, businesses risk falling behind—while also dealing with the mounting **inefficiencies and security gaps** that come with outdated systems.

When approached with the right strategy, digital transformation brings the opportunity to move ahead. It can unlock new **revenue streams**, such as offering premium service subscriptions with digitally enabled real-time support.

The benefit of digitalizing your service

The World Manufacturing Report 2024 identifies digital technologies like AI, robotics, and the Industrial Internet of Things (IIoT) as key drivers for efficiency, reduced costs, and innovation.

And your after-sales service is no exception. Here's how your organization will benefit from a digitalized service operation.



Faster issue resolution

With digital tools like remote access, AR, and AI, technicians can identify and address problems faster—often even without needing to be on site. This improves key service metrics like **mean time to repair (MTTR) and first-time fix rate (FTFR)** and minimizes machine downtime on the customer side.

Technology connectivity can help you gather product usage and performance data to improve your products' serviceability. With contextual data all in one place, your team can **quickly find the root cause of machine errors** and—in many cases—avoid follow-up visits.

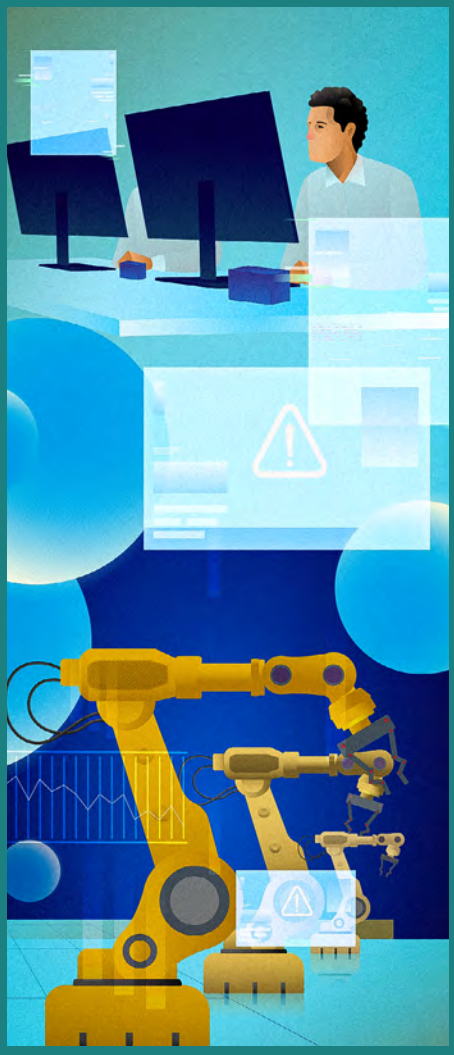
AR technology can enhance product maintenance and prevent issues early on—for instance, by visualizing inspection workflows. This allows **maintenance experts to work with accuracy and speed**, and minimal disruption for on-site staff.

More efficient workflows

Another key advantage of a digitalized service process is that it allows you to **optimize resources and reduce waste**. Just think of the time, costs, and emissions you save when a service technician can solve issues without the need to travel. This enables them to resolve more service cases faster, reducing customer wait times.

A digital troubleshooting solution can also help you manage the entire process—from reporting an issue to fixing it—in one place. Either the solution covers all the functionalities you need, or you can integrate it with other essential tools you're already using. This way, your team doesn't need to switch between apps, helping them **save time and stay focused**.

And the efficiency gains go beyond issue resolution. You can also use digital tools, like AR-enhanced video calls, to facilitate **knowledge sharing and collaboration** within your team.



More engaged employees

Skilled workers are one of your most valuable assets—especially given that recent studies project the talent shortage in manufacturing to reach 1.9 million by 2033. Digital technology can improve worker experience and retention in your organization.

A remote troubleshooting solution lets you grant your employees **more flexibility**—or even enable work-from-home. Automation and streamlined documentation processes **reduce frustration and tedious work**, boosting morale and lessening the risk of burnout.

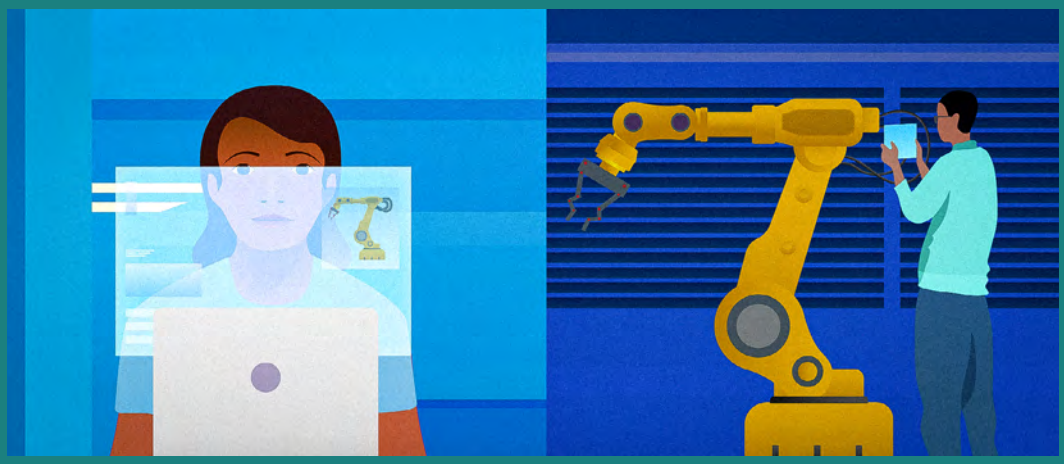
By offering on-the-job training using digital tools like AR, you can help employees adapt to the rapidly changing demand for skills. This not only improves **worker satisfaction** but also **closes skills gaps within your team**.

Happier customers

Equipment downtime can have severe financial, operational, and reputational consequences for your customers. That's why fast, effective troubleshooting is critical.

A digitalized service process allows your team to act quickly. With remote access to machines or live AR-enhanced video assistance, they can support customers to **diagnose and resolve issues almost instantly**.

It can also help you ensure a **smooth experience**. For instance, troubleshooting solutions may provide a code that customers can scan to report an issue. This automatically enriches their request with relevant technical data. Plus, managing the entire resolution process **within the same platform** means your customers don't have to switch between different apps and interfaces.



A new source of income

A digital-first service experience boosts customer loyalty, indirectly driving long-term profitability. Some businesses go even further, **turning their after-sales services into a direct revenue stream**.

For example, original equipment manufacturers are increasingly providing their equipment as a pay-per-use subscription, also known as equipment as a service (EaaS). Or simply offering premium service packages that include real-time troubleshooting.

These new revenue streams create a **steady, recurring income**—even during periods of economic uncertainty. When budgets tighten, businesses may delay large capital purchases, but they often hold on to subscriptions that support critical operations.

Go digital with TeamViewer: Introducing Smart Service

With TeamViewer's powerful remote troubleshooting solution, Smart Service, you can realize the benefits of a **fully digitalized service operation**. Smart Service is built to streamline your entire process, from issue reporting to service case documentation.

Key features

Scan to support
Enable your customers to raise a request, submit technical details, and receive instant, AR-enhanced video support—all by simply scanning a code.

AR assistance
See what workers on site see and guide them through manual troubleshooting steps via video call with AR markers and annotation.

Translated live captions
Support anyone—in any language—and communicate easily in noisy environments with real-time captions and translation for 130+ languages.

Remote access
Quickly connect with customer devices and machines to diagnose issues, adjust settings, run software updates, and more.

Conditional Access
Stay secure and compliant by defining conditions under which your staff can access customer machines, e.g., at what time or from which location.

Session Summary
Let AI transcribe and summarize your AR assistance sessions for comprehensive documentation and easy case handovers.

Third-party integrations
Integrate Smart Service with the apps and systems you're already using to create a transparent and seamless digital service experience.

Ready to make some changes?

Whether you're starting small or ready to go all in, our experts are here to help make it happen. Book a free discovery call to discuss your organization's unique challenges and get a solution tailored to your needs.

Talk to an expert

About TeamViewer

TeamViewer provides a Digital Workplace platform that connects people with technology – enabling, improving and automating digital processes to make work work better. In 2005, TeamViewer started with software to connect to computers from anywhere to eliminate travel and enhance productivity. It rapidly became the de facto standard for remote access and support and the preferred solution for hundreds of millions of users across the world to help others with IT issues. Today, more than 640,000 customers across industries rely on TeamViewer to optimize their digital workplaces - from small to medium sized businesses to the world's largest enterprises - empowering both desk-based employees and frontline workers. Organizations use TeamViewer's solutions to prevent and resolve disruptions with digital endpoints of any kind, securely manage complex IT and industrial device landscapes, and enhance processes with augmented reality powered workflows and assistance - leveraging AI and integrating seamlessly with leading tech partners. Against the backdrop of global digital transformation and challenges like shortage of skilled labor, hybrid working, accelerated data analysis and the rise of new technologies, TeamViewer's solutions offer a clear value add by increasing productivity, reducing machine downtime, speeding up talent onboarding, and improving customer and employee satisfaction. The company is headquartered in Göppingen, Germany, and employs more than 1,800 people globally. In 2024, TeamViewer achieved a revenue of around EUR 671 million. TeamViewer SE (TMV) is listed at Frankfurt Stock Exchange and belongs to the MDAX. Further information can be found at www.teamviewer.com.

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