VizaLogix

★ Heineken®

TethrIt NOW

AR-Enabled Tech Support Leads to $3 Million in Savings for Heineken

Customer Overview

Heineken, Europe's largest brewing group, has operated in Mexico for over 20 years with exceptional success. With six plants and more than 16,000 employees, Heineken offers more than 240 beer brands across 70 countries. In Mexico, Heineken's customer service includes direct order entry, field service for equipment, and general customer support. Inquiries for technical support, equipment troubleshooting, and equipment installation also handled by Heineken.

The Challenge

Heineken México's journey began in 2006, and the company quickly faced challenges in delivering remote support to its distribution partners. The most pressing concern was the substantial loss of efficiency and resources on field service events. Before TethrIT, Heineken relied on traditional phone-based assistance, where support agents were limited to verbal descriptions of the problems, lacking any visual insight. This approach frequently resulted in misunderstandings, leading to unnecessary travel, high percentages of truck rolls, and low first-time fix rates.

The Solution

In 2021, Heineken México turned to VizaLogix's TethrIT Now, a platform that integrates augmented reality (AR) and video technology. This innovative solution transformed their support calls into a "face-to-face" augmented reality experience, empowering Heineken to provide improved technical guidance remotely, in real-time.

TethrIT Now's transformation for Heineken was driven by its unique features, such as remote visual support and AR annotation. The platform's intuitive design, seamless integration with Heineken's existing CRM and VOIP systems, attractive cost-benefits, and a team of experts collectively made TethrIT Now a natural choice for Heineken.

The Results

The implementation of TethrIT revolutionized Heineken's support offering. With AR, they provided immediate solutions to common equipment problems. For example, a Heineken support agent guided a customer to fix a cooling failure by visually identifying an object blocking the cooler's fan.

This was just the start. AR annotation allowed agents to guide customers through complex troubleshooting steps visually. Remote visual support took it further by eliminating unnecessary and costly on-site visits. Integrating with Heineken's Genesys software and their support agents' knowledge base further enhanced customer service efficiency across the country.

- **Customer Satisfaction & NPS Score:**
  An increase from 75 to 83 in CSAT and 36 to 56 in NPS within a year.

- **Time Efficiency:**
  A 50% reduction in call duration.

- **Cost Savings:**
  89% savings in field visits, saving $3 million annually

Conclusion

Heineken México's collaboration with VizaLogix's TethrIT Now showcases the transformative power of technology. By adopting this innovative solution, they solved immediate challenges and positioned themselves as a leader in customer service. Their success with TethrIT Now is a shining example for the beverage industry, demonstrating that the right tools and a willingness to innovate can lead to remarkable growth and efficiency.