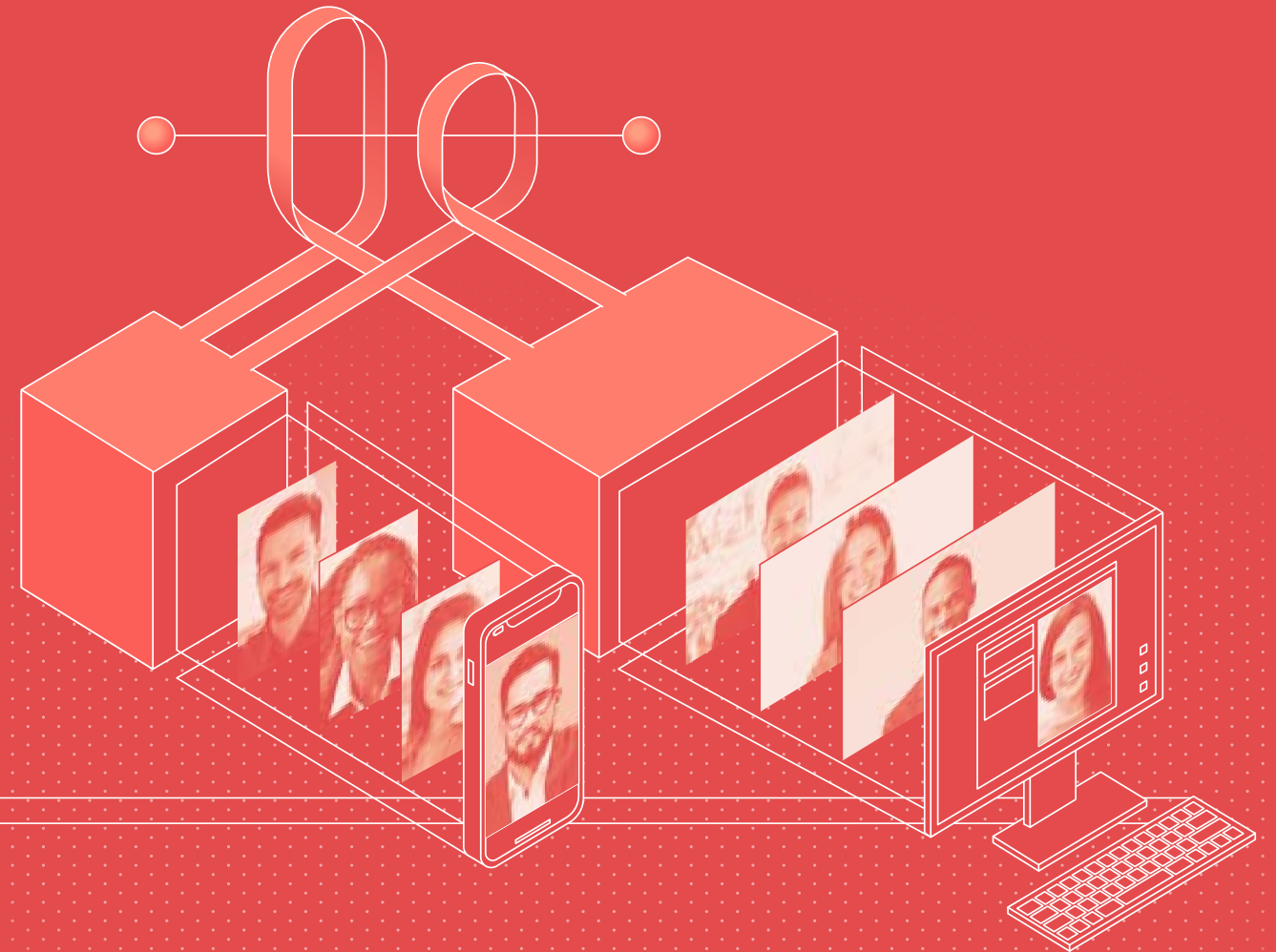


SightCall vs. General Video Conferencing

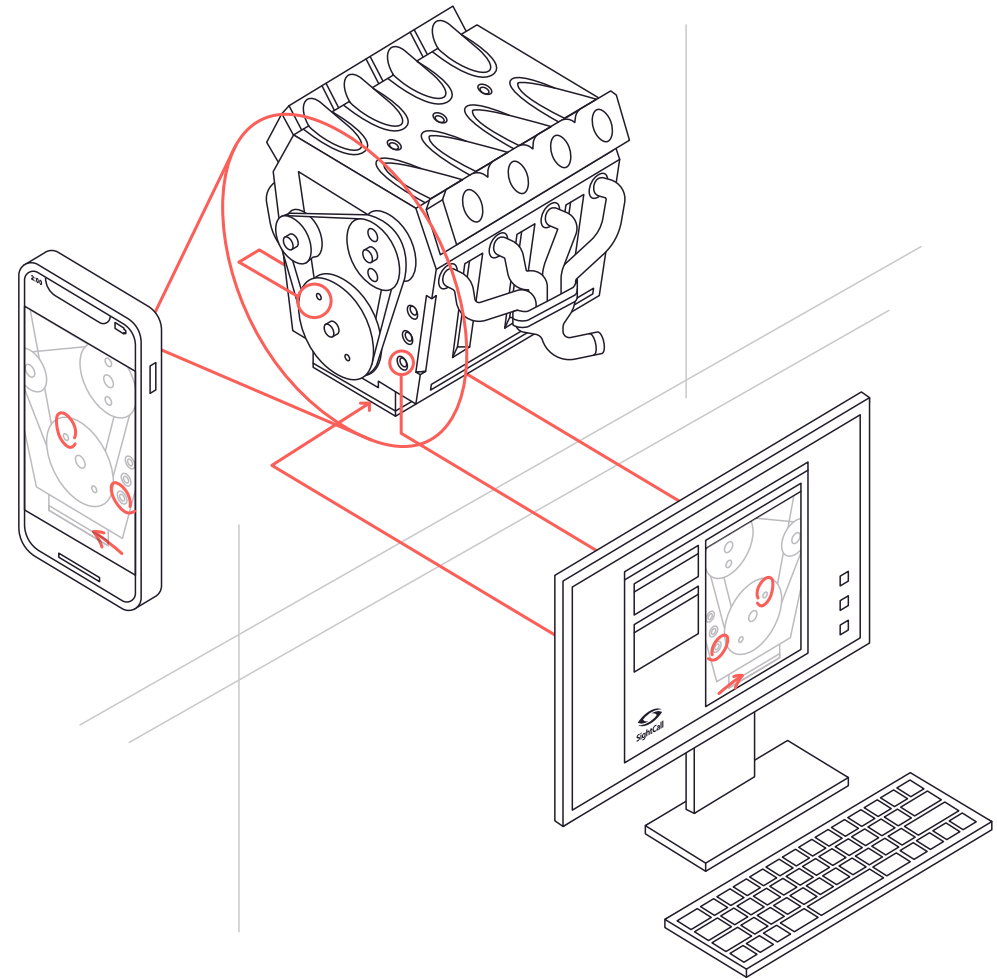


A Tool Comparison for Providing Visual Assistance

What is Visual Assistance?

For organizations providing support to their employees and customers, it's important to introduce a visual component for better communication and clarity. Employing video technology to enhance remote support is known as **visual assistance**, and it has increasingly become a priority for organizations aiming to optimize business continuity and service.

At first glance it may seem that any general collaboration tool can be used for visual assistance. However, the details matter if you want to deliver effective support while increasing organizational efficiency and driving a strong ROI.



What is General Video Conferencing?

Video conferencing tools were designed for people to meet face-to-face, to deliver presentations or jointly collaborate on work projects. While they are good at what they do, they do not perform well for providing highly technical remote support. Seeing people face to face is a good way to have discussions and build rapport, but when performing complex steps on devices, equipment, etc. they come up short. They simply lack the type of controls needed by the remote expert to drive the local person repairs, maintenance, and similar issues.



zoom



Google Meet



lifesize™



BlueJeans

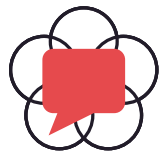


What is SightCall?

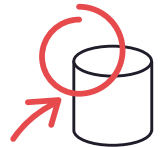
SightCall was specifically designed to deliver a visual assistance experience. The entire product and workflow were built in a way that enables remotely located experts to see and guide customers, patients, technicians, etc. located in the field. SightCall equips the expert with the necessary tools to guide remote users through complicated troubleshooting steps easily without letting technology get in the way of getting work done.



Key Features



WebRTC



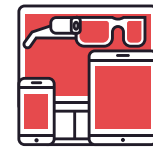
Annotation and
Live Pointer



Remote
Flashlight



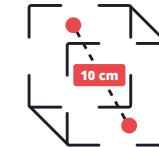
Pause Live
Video



Device
Agnostic



OCR, Barcode,
and QR Scan



AR Smart
Measure



Reporting and
Analytics

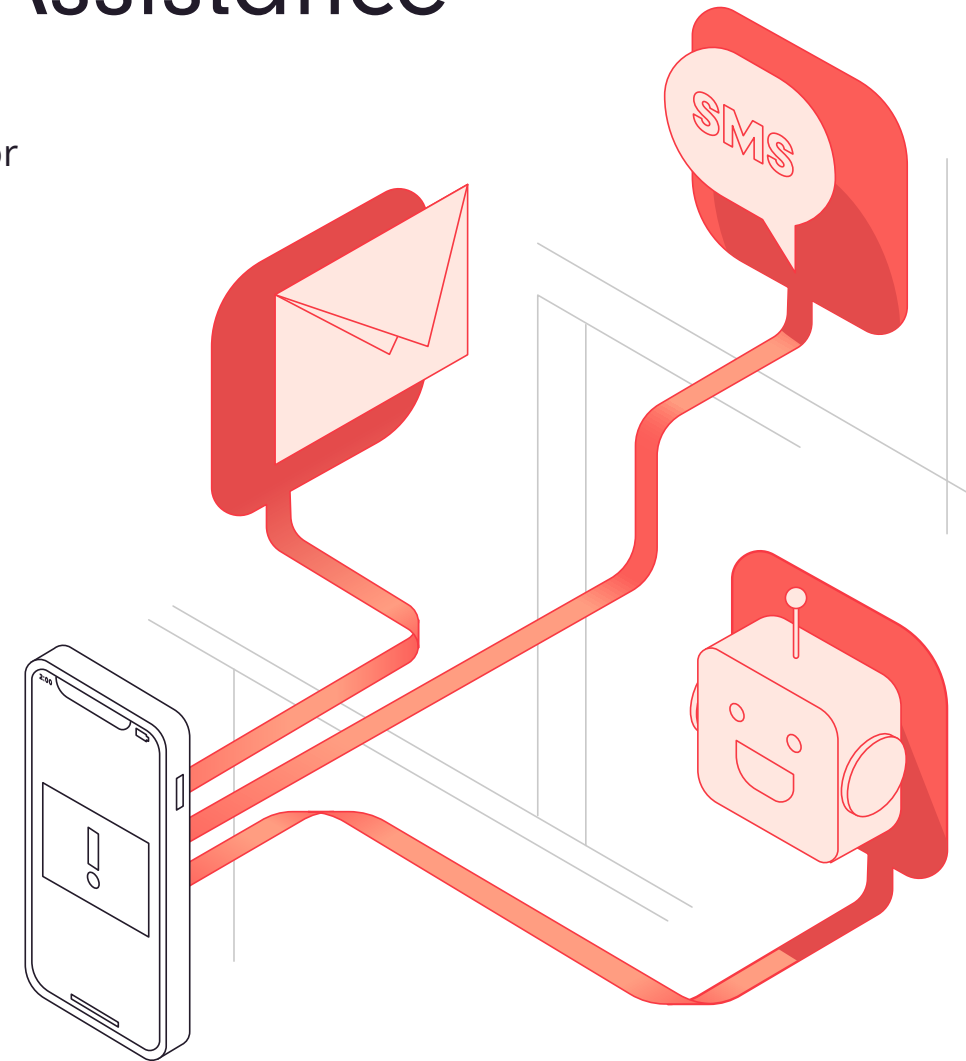
Why SightCall is Better for Visual Assistance

SightCall was designed for an expert to provide assistance remotely. Unlike general collaboration video chat applications, it is packed with tools and features that enable for complex troubleshooting even when the person receiving assistance is untrained.

1

Designed for Engagement

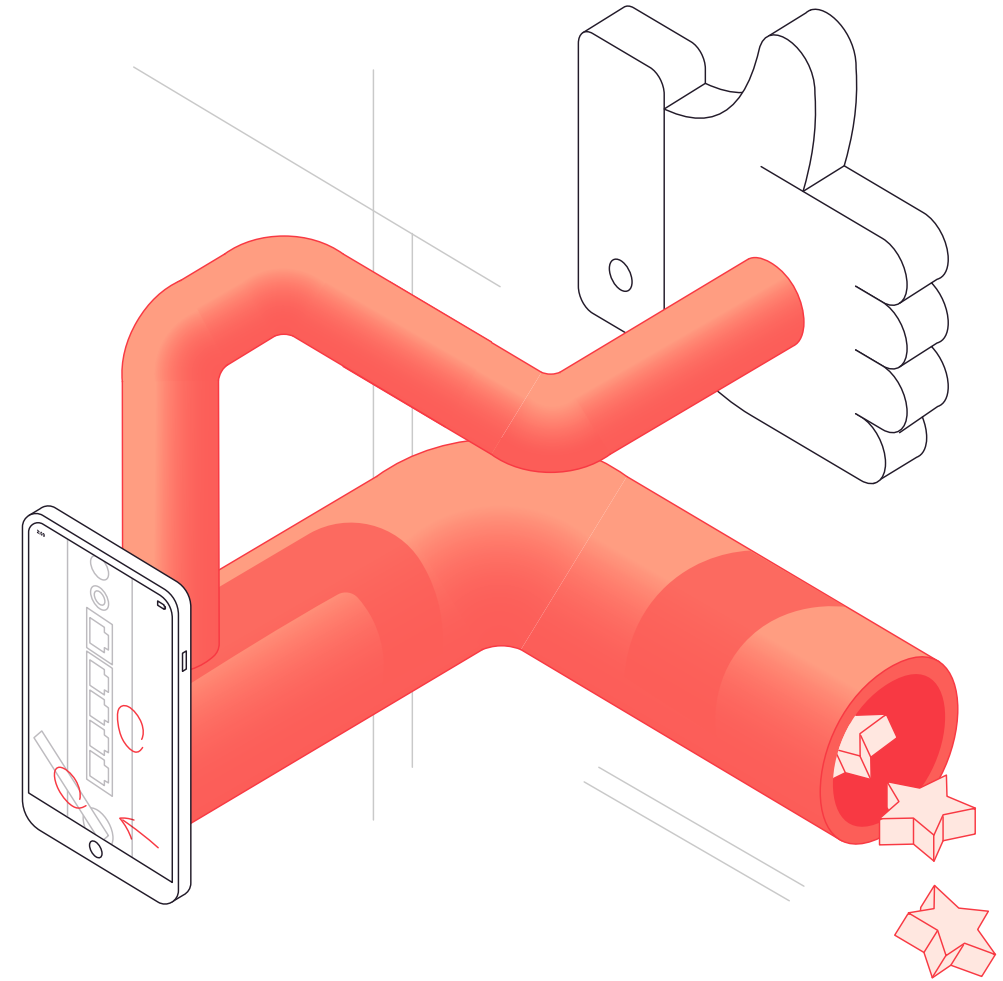
SightCall was built to engage with users who need assistance. A live session can start in many different ways, such as an omni-channel request with an incoming call to the next available qualified expert initiated in the context of the customer, such as a hyperlink or in app button. Additionally, a user who needs assistance can start a session via chat and escalate that interaction to a video session. SightCall can also be integrated into a chatbot, enabling escalation to video. Users can be invited from a link sent via a selected channel including SMS, email, through an existing phone call, or directly invited from a meeting invitation. In other words, SightCall makes it easy for users to get connected to experts in a variety of ways.



2

Better Customer Experience

The SightCall platform allows organizations to deliver high quality support without additional stress of using an unfamiliar app. This is reflected in a complete workflow that starts with invites and ends with feedback surveys. When receiving assistance, users are often not trained in the use of SightCall. For this reason, most of the controls are in the hands of the expert delivering assistance. This allows the expert to control camera, zoom, take snapshots, etc. This means the constituent receiving assistance does not need to deal with complex controls to handle the video session. This is done while still honoring privacy controls by prompting the user for permission when needed.



3

Business Centric Reporting

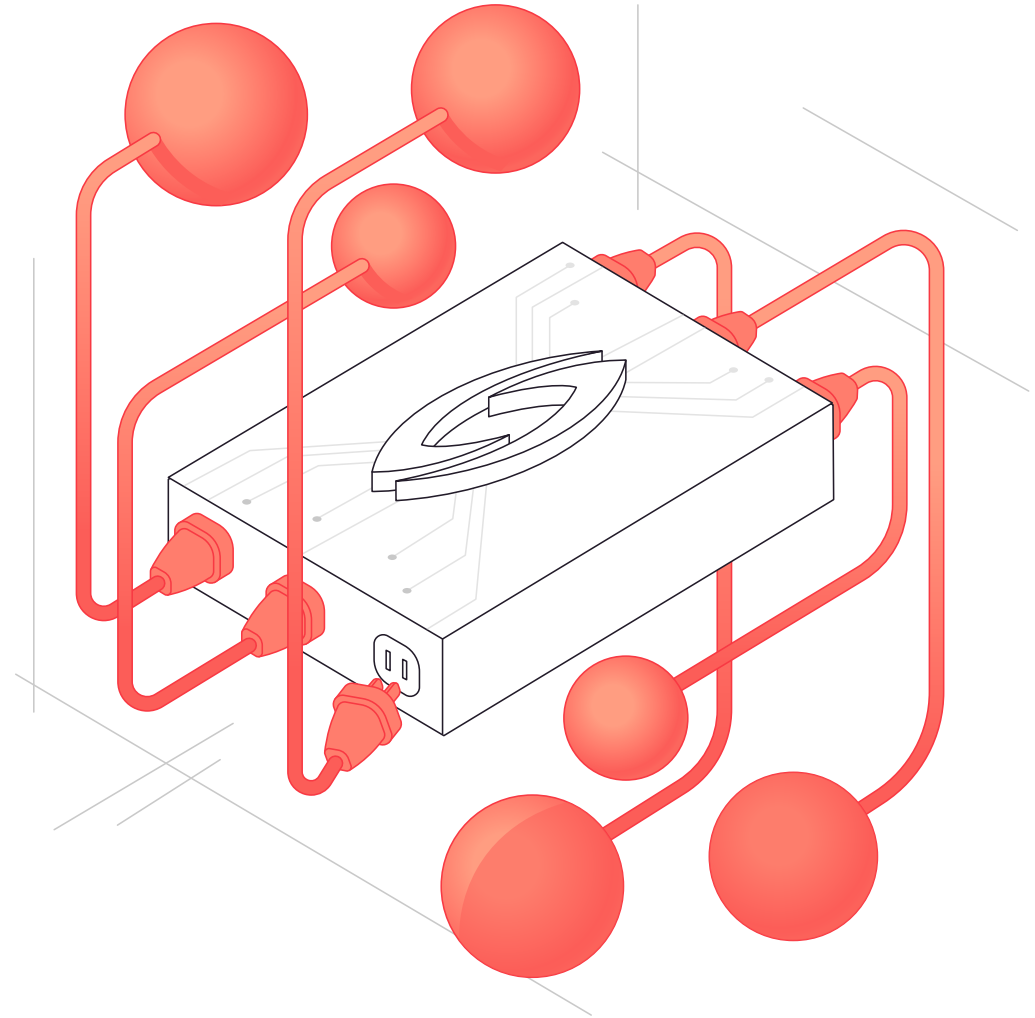
The SightCall platform collects detailed logging information about each video support session. This data is a wealth of information that can be used to gauge support team performance and throughput. Additionally, SightCall can be integrated into third party CRM and similar systems which combines this data with business related information. True actionable business intelligence can be realized with reports generated from merged data giving organizations direct ROI, cost savings, etc.



4

Deep Integrations

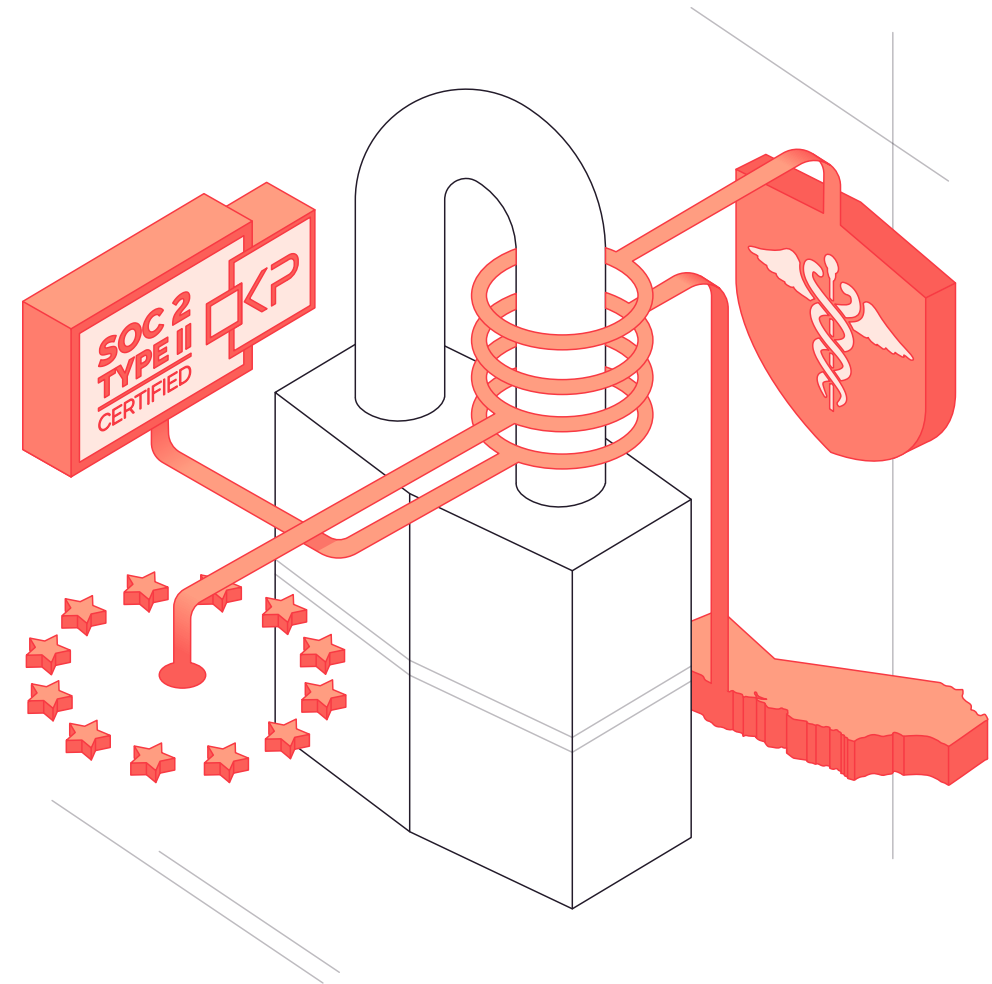
SightCall works with the platform you're using today. It was built to integrate into leading service platforms including Salesforce (Service Cloud, Health Cloud, Field Service Lightning, Communities, Einstein Chat Bot), Zendesk, ServiceMax, and ServiceNow. SightCall provides seamless workflow integrations eliminating difficult to use application silos and inconsistent reporting. Even if you're using a different CRM, trouble ticketing, or field service management system, SightCall can be integrated through our Custom Microservice integration.



5

Security & Privacy Focused

SightCall strives to enable you with the best possible experience in visual assistance. This experience includes the safe protection and processing of customer and user data. From the inception of our company, we have maintained a high standard of compliance, security and transparency in regard to the data that is needed to provide our service, how it is used and with whom it is shared. SightCall is compliant with GDPR, CCPA, HIPAA regulations and is SOC2 Type II certified.



Over 200 global innovators use SightCall
to drive their digital transformation.



Learn more about SightCall:

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