

Wearable Technology and Customer Service: 50 Innovative Examples

Wearable Technology and Customer Service: 50 Innovative Examples

Remember watching cartoons and movies as a kid and seeing all of those awesome tech devices and wishing you could have one (or two, or all of them)? Well, the future is now, as wearables are becoming more mainstream and technology advancements are made every day. And, consumers are paying attention, as PricewaterhouseCoopers (PwC) reported in their Consumer Intelligence Series, The Wearable Future report: 53% of millennials and 54% of early wearables adopters say they are excited about the future of wearable tech, including the potential benefits of improved safety, healthier living, and simplicity and ease of use. PwC also found that 72% of people find it very important for wearable technology to improve customer service, and 76% of busy parents want wearable tech to make shopping a more pleasant, efficient experience. Similarly, 50% of millennials say they would be strongly motivated to don a wearable if it “has apps/features that reward those who frequently use it.”

The capabilities of wearables are just beginning to emerge for retail, enterprise, and consumers. While their sales are not expected to compete with those for smartphones and tablets for some time, their impact on technology is far greater. As Multichannel Merchant points out, wearables “will become the interface between body, apps, data, and last not but not least, services. This creates the opportunity especially for local retailers.” Wearables have the ability to collect personal information such as biometric data, location data, spending data, and more. Scott Bauer, PwC’s U.S. retail and consumer practice partner and omnichannel leader imagines wearable technology will “shift retail conventions as retailers will be able to connect the dots between pre-store and in-store behavior, and reach a new level of interconnected retail. How consumers pay for purchases and interact with the retailer while in store is expected to be radically redefined by wearable technology and retailers cannot afford to ignore the impact it could have on their bottom line.”

But, wearables will not just impact retail and its customer service. We have found companies that

already are utilizing wearables to impact the enterprise, as well as those that are piloting wearable programs to impact customer service, customer satisfaction, and the customer experience. These innovative examples (and possible examples) of wearable tech in customer service are inspiring, and we share them below so that you can get inspired, too. The possibilities for wearables are potentially limitless, and it’s just as exciting now as it was when we were watching those cartoons and shows all those years ago.

Please note, we have listed our innovative examples (and possible examples) of wearable tech in customer service here, in no particular order.

1. Customizable Shopping Paths

@iSIGNMedia



iSIGN Media already helps businesses target customers with relevant offers through Bluetooth and Wi-Fi technology, without needing an app. According to a Retail TouchPoints article, iSIGN Media’s CEO Alex Romanov suggests that retailers should use wearable tech to “create customizable shopping paths for each person, while incentivizing them with real-time offers and deals along that path – it would help make customers’ shopping experiences much more convenient.” Romanov envisions retailers making use of the granular data, such as in-store shopping frequency, dollar value per item, and more, gathered by wearable devices to enhance customer service and improve sales.

2. Amazon's Mayday Service

@amazon



Kishore Saraogi, owner/director at O'Curran Teleservices, Inc., explores how wearable tech will affect customer service in his LinkedIn Pulse article. He refers to Amazon's Mayday Service, which connects Kindle Fire HDX and Fire Phone users to an Amazon Tech advisor whom they can see and speak with while receiving service and support. As Saraogi points out, this approach to customer service humanizes the approach and would be an innovative possible example of wearable tech in customer service, as customers would be able to access this personalized service using a wearable tech device.

3. Google Glass

@googledevs



While Google may have discontinued the availability of its Google Glass Explorer Edition, BetaNews.com reports that Google Glass Enterprise Edition is soon to be launched, with its target being the business environment. Google already has launched its Glass for Work program and is encouraging developers to design apps intended for enterprises. In fact, some enterprises are using this innovative wearable tech in customer service, because it enables employees to deliver personalized service using customer data in a heads-up manner, rather than with employees staring at computer or tablet screens.

4. More informed customer service

@FutureCommrce



The Future of Commerce offers commerce news and trends, including this innovative possible example of wearable tech in customer service. More informed customer service is one benefit of wearable tech, as marketers and customer service teams could gain precise data from every step of the shopper's journey, thanks to a smartwatch or other type of wearable. Customer personalization is much easier to achieve when wearables collect granular data, "such as a user's in-store shopping frequency, their basket size, dollar value per item, as well as personal information, such as what the customer 'likes,' what they browse, and their body type is." Because wearables are always on, companies get an unprecedented level of Big Data gathering to provide more informed customer service.

5. Theatro

Theatro



Theatro is expanding to a new office in Bangalore, as an extension of the company's development team located in Dallas, Texas. In a Retail TouchPoints article, Theatro EVP, Patrick Fitzgerald, says he sees wearables impacting customer service by making it possible for employees to be "heads up and hands free," which allows them to "provide customer service and not be heads down, focused on a screen." Fitzgerald also is looking forward to enterprise wearable tech's potential ROI through productivity improvements that result in optimized labor costs and improved customer service.

6. The Container Store

@ContainerStore



The Container Store is using wearable tech from Theatro to simplify the customer experience in their stores and the way in which store employees interact with shoppers. Retail TouchPoints TV showcases how the Container Store is enhancing customer service through improved employee interactions with customers as part of their employee first culture. Their wearables allow employees to stay with the customer while getting information and remaining heads up while interacting with customers. Thanks to the wearable tech from Theatro, Container Store employees can communicate with one another, tap into the entire knowledge base and get information in one location, and be more productive, which naturally improves customer service.

7. Vuzix M100

@Vuzix



Vuzix Corporation is a leader in smart glasses technology. As this Cognizant 20-20 Insights article describes, smart glasses like Vuzix M100 will have a high impact on customer service. Wearable tech will enable customer service representatives to take service far beyond addressing and resolving customer complaints. They use an innovative example from the hotel industry: a hotel staffer wears smart glasses like Vuzix M100 that integrate with the hotel hospitality app and the customer service system. She is able to retrieve

customer information on her Vuzix M100 just as the hotel guest arrives in the lobby, so she greets him by name. She immediately begins the check-in process for the guest by identifying booking details and preferences with her Vuzix M100. She then tracks the guest's loyalty points, gives him options about redeeming them or accumulating more, informs the guest of weather and local events at his destination, and then translates the information into his native language. Later, she offers food and drinks and other services based on the customer's choice. This type of highly responsive, relevant, effective service is a possibility with wearable tech like Vuzix M100.

8. Apple Watch

Apple Watch



When the Apple Watch was released, Apple enthusiasts scrambled to purchase one as they saw an incredibly personal wearable device that would bring convenience to their lives. But, businesses recognized the Apple Watch as an innovative example of wearable tech in customer service. Cognizant predicts smartwatches like Apple Watch will have a medium impact on customer service, as they will provide a "single view of the customer across products and geographies. The Apple Watch will help those in the banking industry, for example, retrieve information about customers such as their total investments in deposits, equities, treasury bills, etc., and then check the equity market and suggest new products thanks to third party apps available for Apple Watch.

9. Sony SmartWatch 3

@Sony

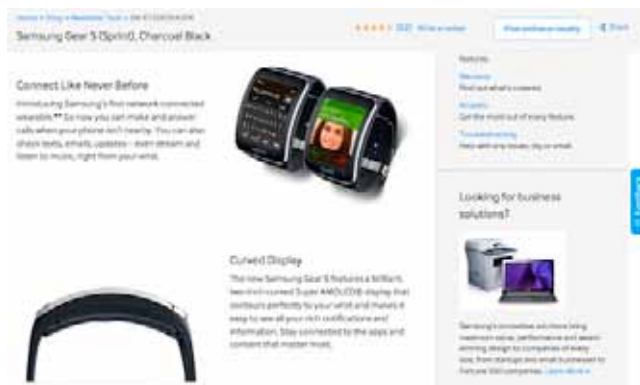
The Sony SmartWatch 3, powered by Android Wear, delivers "useful information when you need it." The Sony SmartWatch already gives wearers useful information at a glance, including tips based on interest and flight information. The Sony SmartWatch also is an innovative example of wearable tech in customer

service, because it provides employees with the ability to personalize service plans. Cognizant offers one such example from the telecom industry. In their example, a telecom agent accesses a CRM system using an app through his smartwatch, such as a Sony SmartWatch 3. He then views his prospect details and presents the tariff plan using his smartwatch. This innovative possible example of wearable tech in customer service enables the telecom agent to customize a service plan because the information is available in real time at the touch of a button on his wrist.



10. Samsung Gear S

@SamsungMobileUS



Samsung Gear S is a network-connected wearable that delivers “rich notifications and news briefing.” These smartwatches feature a two-inch curved Super AMOLED display that contours to the wrist, so that you see all of your information easily. Cognizant outlines the benefits of this innovative example of wearable tech in customer service: the smartwatch provides a single view of the customer across products and geographies, identifies various sales opportunities that lead to profitable, long-term customer relationships, and scales to accommodate and deliver required capabilities.

11. Pebble

@Pebble



Pebble Time, Pebble Watch, and Pebble Steel are smartwatches that are known for their extended battery life and customizability. They are compatible with iOS and Android. Cognizant recognizes that smartwatches such as Pebble have a place in wearable tech in customer service, because they “empower service reps to collaborate globally with support teams and knowledge systems in real time, thereby decreasing the time it takes to resolve customer complaints and concerns and keep agents productive.” Smartwatches such as Pebble also give service representatives the ability to receive and acknowledge customer service requests immediately and remain accountable.

12. Bragi: The Dash

@helloworldbragi



Bragi introduces “the world’s first completely wireless hearable.” Presently, The Dash has a touch sensitive surface, so wearers control either what their smartphone or the embedded music player does. The Dash is controlled with sliding motions and taps, making it easy to control the hearables no matter the situation or circumstances. Jessica Glazer, in her All Tech Considered article, describes how The Dash is a possible example of wearables in tech in customer service: they pick up your voice, search, and feed you information on the subject in microseconds. Ben Waber, CEO of Sociometric Solutions, says, “In-ear is more unobtrusive; I can look directly at you as we communicate.” This means that hearables like The Dash

could revolutionize customer service, as representatives and employees would be able to interact fact-to-face with customers without looking at a screen or through a wearable like Google Glass.

13. 9Solutions

@9Solutions



9Solutions manufactures Bluetooth Low Energy RFID and cloud-based solutions for healthcare safety and workflow optimization. Their wearable location device now is used to call nurses and locate help. This is a possible example of wearable tech in customer service, as their technology and wearables easily apply to retail for customer service. Customers could call retail sales associates and customer service associates and locate them for in-store help quickly and easily with a wearable such as 9Solutions provides.

14. Virgin Atlantic and SITA

@VirginAtlantic
@SITAonline



Virgin Atlantic and SITA are leading the pack in innovative examples of wearable tech in customer service. SITA's press release describes how concierge staff in Virgin's Upper Class Wing used Google Glass and Sony Smartwatch technology to provide high tech, personalized customer service. Their goal was to "enhance customers' travel experiences and improve efficiency." Staff greeted passengers by name and utilized their wearable tech to immediately

being the check-in process, update passengers on flight information, weather, and local events at their destination, and even translate information into another language. A possible example of wearable tech in customer service would include telling Virgin Atlantic staff about their customers' dietary and beverage preferences to provide even more personalized service. Dave Bulman, Director of IT, Virgin Atlantic, sees the wearable technology pilot with SITA as making Virgin "the first in the industry to test how Google Glass and other wearable technology can improve the customer experience."

15. Omnichannel commerce

@sapcrm



Luke Rees describes how wearable tech will change the customer experience, in his The Customer Edge article. He describes wearable tech as a "natural extension of both the online or mobile brand experience," paving the way for omnichannel commerce. He points to smartwatches as "a fully integrated touchpoint and can facilitate a more seamless, omnichannel customer journey." He illustrates a scenario involving a runner wearing a smartwatch: the smartwatch user cannot find the pair of shoes she wants in the store, so the store can target the runner on her smartwatch at the end of her next run with an ad offering a new line of running shoes and "more subtle brand messaging across touchpoints."

16. Emotient

@EmotientInc

Emotient is a customer recognition Glass app that reads and analyzes engagement, emotions, and sentiment, all based on humans' facial expressions. Currently, Emotient provides a web service that measures responses to ads, media, and service experiences. As Customer Service Investigator points out, Emotient "is already pushing the limits of customer recognition with a Glass app that reads and analyzes human

expressions.” Of course, having the ability to determine how a customer feels about his service experience, customer experience, or product has monumental implications for customer service and service-oriented organizations. Emotient is an innovative example of how apps will impact wearable tech in customer service, perhaps even more than the wearables themselves.



Emotions Predict Attitudes and Actions

17. GoToAssist

@gotoassist



Powered by Citrix, GoToAssist allows support professionals to “see the screen, control the machine, and fix the problem.” GoToAssist offers Seelt, a new feature in their mobile app, that enables users to point their Android phones at devices as support agents guide them through repair or setup processes. As a possible example of wearable tech in customer service, GoToAssist is considering a Google Glass app that would incorporate annotation capabilities that would allow IT support personnel to watch customers’ processes to see what they are doing wrong or where the product breaks down. Customer Service Investigator reports that a support pro wearing Google Glass essentially would see exactly what the customer sees, which would greatly improve support and improve customer satisfaction.

18. Augmedix

@augmedix



Tired of charting?

In her New York Times article, Claire Cain Miller explains that Google may find Glass a hard sell for the general public, but a more accepting audience in the workplace, especially in medicine, law enforcement, manufacturing, and athletics. She also introduces the Glass for Work program that provides additional tools for business users, including tech support, and start-ups that are making Glass software for businesses, such as Augmedix. Augmedix is an innovative example of wearable tech in medical clinics in California. The software enters patient information into an electronic chart while doctors and patients converse, and it understands nonverbal communication since Glass includes video; for example, a patient may point to a body part that hurts and the software recognizes the movement. She also describes how lung surgeon Dr. Pierre Theodore uses Glass when he performs surgery because he is able to see images from scans plus live images simultaneously.

19. Streamline customer interactions

@Entrepreneur



Heather R. Huhman, career and workplace expert, is founder and president of Come Recommended. In her Entrepreneur article, she explains that an innovative example of wearable tech in customer service is the ability to streamline customer interactions. She suggests that the popularity of wearables, such as

smartwatches, at the enterprise level (“62 percent are using, piloting, or planning to use smartwatches at their company in the next two years, according to Salesforce”) may be a result of the impact they are having on customer service. Smartwatches enable employees to provide “a VIP customer experience by wearing a smartwatch that alerts them of customer preferences to create a highly personalized experience.” Huhman also suggests that wearables will naturally help employees to deliver better customer service because they act as a personal assistant so employees can do their job more effectively.

20. Westin Hotels & Resorts

@Westin



Westin Hotels & Resorts have quite a reputation for seeking to help guests feel their best by promoting their wellbeing. Recently, Westin Hotels & Resorts made the news for being a forerunner in innovative examples of wearable tech in customer service. Eight of Westin’s locations offered sleep-sensing wristbands manufactured by Lark Technologies. The wristbands utilized an app to track guests’ sleep patterns to then provide virtual coaching to improve their quality of sleep. Westin’s pilot program opens the door to countless possible examples of wearable tech making use of health-tracking information to aid the travel and hospitality industry to provide better customer service.

21. British Airways

@British_Airways



Emily Friedman, head of marketing and content at BrainXchange, describes an innovative example of wearable tech in customer service from British Airways. The airline used a color-changing smart blanket and Bluetooth headband combination to determine passengers’ emotional states or moods. Flight attendants easily gauged passengers’ satisfaction based on the colors, so they were able to provide more responsive customer service. Friedman suggests possible extensions of this wearable tech in customer service could include surveying guests’ comfort or dissatisfaction when introducing new menus or changes to seat design.

22. Capriotti’s Sandwich Shop Chain

@capriottis



Sometimes, getting a bird’s eye view of store operations is the best way to improve customer service. That’s exactly what Capriotti’s sandwich shop is doing with their innovative example of wearable tech in customer service. As BrainXchange reports, Capriotti’s is using Google Glass in an effort to improve customer service, especially during busy times like the lunch rush. The smartglasses record videos from a first-person perspective for training purposes, and they record new employees’ work to improve their performance. Managers review the footage to determine areas for improvement to enhance the overall customer experience and to train recruits to provide better customer service.

23. Copenhagen Airport

@CPHAirports



In the age of the customer, businesses and organizations are understanding the value of truly engaging with customers to provide top-notch customer service. When employees are looking at screens, they are not interacting with customers in a face-to-face manner as much as the customer would like. Copenhagen Airport teamed with SITA so that two airport duty managers could use Google Glass to deliver customer service. This example of wearable tech in customer service, as described by BrainXchange, shows how managers are able to be “hands-free to provide better, more engaged customer service.” The result was positive feedback from staff and passengers.

24. Disney Magic Band @WaltDisneyWorld



Head of marketing and content at BrainXchange, Emily Friedman explains how Walt Disney World is making use of wearable tech in customer service for the whole family. Disney’s MagicBand is a colorful, waterproof wristband much like a bracelet or a watch that allows guests to quickly and easily touch sensors called touch points. The MagicBands have several functions, including unlocking Disney Resort hotel room doors, allowing for entrance at theme and water parks, checking in at FastPass+ entrances, charging food and merchandise purchases to a Disney Resort hotel room, and more. As Friedman reports, “Disney is even using aggregate data from the bands to create a better, more ‘magical’ customer experience than employees alone could ever provide.” Your kids will probably think their MagicBand is pretty cool, too.

25. Wearables change the in-store customer experience

@BrainXchange1

As part of her BrainXchange Wearable Technology by Industry Series, Emily Friedman explores how wearable tech is changing the in-store customer experience.

Wearable tech such as smartglasses and smartwatches help employees gain access to information for more informed customer service. Customers won’t have to wait for employees to check with another associate or a manager, get on a computer, or “go in the back,” as Friedman explains. Rather, employees will have immediate access to information without needing to “leave the customer’s side during the sales cycle.” The result is “a more seamless retail experience for all. This means smoother sales, less wait time for customers, and increased staff productivity all around.”



26. Tourism and leisure @ITPro



Innovative possible examples of wearable tech in customer service extend to tourism and leisure, as Khidr Suleman, Technical Editor at IT Pro, explains. Google Glass is the wearable tech that is suited to enhancing and supporting city and museum tours. Visitors and guests could have their experiences “be brought to life by overlaying historical buildings and artwork with key facts or audio descriptions. Users will also be able to take pictures and video and email the files to themselves so they can capture memories hand-free.”

27. Real estate

@ITPro



IT Pro Technical Editor Khidr Suleman also sees wearable tech in customer service in real estate. Augmented reality paired with Google Glass would give real estate agents the ability “to provide real-world tours without having to get clients to visit all properties.” This time-saving method of showing homes, rentals, and properties would benefit potential buyers, as they would only need to visit those that they like based on their virtual experience with the wearable tech.

28. Anticipatory customer service

@WearableTechCon



In this Wearable Tech World Feature Article, Genesys EVP of Production and Solution Merijn te Booi discusses the innovative possible example of the wearable contact center. He makes the case for wearables as being the link between cognitive systems and human service representatives. Wearables grant employees “instant access to a vast big-data reservoir of knowledge that enables them to serve customers efficiently and with genuine smiles.” In short, wearables combined with predictive analytics results in more anticipatory customer service to satisfy customers more efficiently.

29. Augmented reality of customer journeys

@WearableTechCon



An innovative possible example of wearable tech in customer service combines Google Glass with augmented reality through the internet and mobile channels. Wearable Tech World describes a shopping experience in which a 3D, life-size, “touchable” garment of clothing could be in a customer’s field of vision. This sort of possible example of wearable tech in customer service would help customers experience exactly “what a product has to offer, how it works, or how it can be fixed or assembled” and add an element of fun to the customer journey. Fair warning, though: “we can rest assured that AR-enabled wearables will continue to increase customers’ expectations for a personalized, proactive, and interactive customer experience.”

30. Ability to “know” you as soon as you walk in

@Medallia



Medallia is in the business of delivering the best experiences for customers, so it’s no surprise that they offer a blog post detailing how wearables impact customer experience. In this innovative possible example of wearable tech in customer service, the Medallia team explains how wearables could help stores identify customers so that their preferences are synced with the store environment. This ability to “know” you as soon as you walk would help associates to customize your shopping experience and deliver the “friction free” world of online shopping in a brick-and-mortar store.

31. Wearables increase customers' expectations of personalized support

@customer_report



Customer Experience Report is an online news publication that includes analysis of the ever-evolving multichannel customer contact centers. In this Customer Experience Report article, Richa Jain examines the ways in which wearables change customers' expectations toward support and service. More specifically, she looks at the possible examples of wearable tech in customer service that will benefit contact center operations by streamlining processes, improving staff efficiency, and providing an integrated customer experience. She also shares insights from Tom Christenson, Computer Generated Solutions' President of Contact Center Solutions, who expects wearable technology to impact customer expectations as technology connects people on a deeper level. "Wearables will only increase customers' expectations for a personalized approach to support. They will expect support to be seamless and transition from device to device. Customers will expect that a customer support agent anticipates their needs." Wearable devices have those capabilities, as they provide the information employees need to communicate with customers instantly, in order to provide high levels of quality and responsiveness in customer support.

32. Pop-up maps for in-store guidance

@MichaelHinshaw



McorpCX, a leading customer experience services company, offers consulting and technology solutions to customer-centric organizations. Their innovative possible example of wearable tech in customer service involves augmented reality. They imagine wearables such as smartglasses providing customers in retail stores with a pop-up map for in-store guidance. The implications of this possible example of wearable tech in customer service are far reaching, as customers could receive in-context promotions to promote sales or reviews or product specifications when they look at a barcode.

33. Highly responsive, relevant, effective service

@InsideCRM



A consulting manager with Cognizant Business Consulting's Enterprise Applications Services (EAS) Practice, Avinash Bhat is the author of this InsideCRM blog post that foresees wearable tech in customer service as a gateway to highly responsive, relevant, effective customer service. He recognizes that the capabilities of wearables in service management extend beyond merely addressing and resolving customer issues. Bhat offers the possible example of a field service agent in the high-tech industry using smartglasses to view service requests, access product and services literatures to troubleshoot problems, live-stream conversations with back-office support team members, and more.

34. Apple Watch with Apple Pay



Devika Girish explores Apple Watch with Apple Pay as an innovative example of wearable tech and as the “new face of mobile commerce” in customer service in her blog post for Beaconstac. She points to the personal nature of Apple Watch as the driving force behind brands seizing the opportunity to embrace the wearable in order “to reach the right person at the right time.” She predicts that consumers will embrace the Apple Watch and Apple Pay for convenience, as it eliminates the need for wearers to carry plastic credit cards when they shop.

35. Marsh Supermarkets

@MarshGrocery



Wearables like the Apple Watch are more personal in nature than smartphones, so retailers are hoping that the “tap” wearers get for notifications gets their attention, so that they notice companies’ targeted ads when they get the alert. Wearables include location information that helps organizations target customers with ads when they approach or walk by a store. Marsh Supermarkets already is preparing to use this innovative example of wearable tech in customer service, as described in this Beaconstac blog post: “the plan is to fully integrate Marsh’s loyalty program with this wearable device in order to deliver targeted information directly to a shopper’s Apple Watch.” The wearable also helps the organization track coupon redemption and sales data to deliver more relevant ads to customers.

36. Banking and financial service

@Neosperience



Neosperience is in the business of digital customer experience. They “shape mobile, social, information and cloud in the ideal experience for every customer, on every screen.” Dario Melpignano, CEO of Neosperience, describes how wearable tech changes the digital customer experience, especially when it comes to banking and financial service, in his blog post. Melpignano explains that Apple Watch and Apple Pay improve customers’ lives through their purchase experiences, because they are able to pay with one touch. Apple Watch and Apple Pay are an innovative example of wearable tech in customer service that makes in-store and online purchases “easy, fast, and secure.”

37. Ulta Beauty clienteling app

@ULTA_Beauty



In her SAP feature article, Stacy Ries describes how some organizations are “using technology to break down the silos between online and brick-and-mortar sales.” Ulta Beauty is one such company, as the organization already uses a clienteling app to personalize service. Associates have access to customers’ purchase history and favorites, allowing them to provide more personalized service to shoppers and simplify the shopping experience. While Ulta’s mobile clienteling app currently is optimized for smartphones, it easily could extend to wearables and improve the customer experience even more.

38. Burberry One to One

@Burberry



Nicole Giannopoulos' Retail Info Systems News article details how luxury retailer Burberry is using iPads and its clienteling tool, One to One, to improve the customer experience. The app gives Burberry sales associates information about customers that includes their shopping behavior, what they have put into their online shopping baskets, their comments about Burberry on Facebook, and more. All of this customer data helps Burberry associates deliver the products customers want, either in the store or from an online order. As Oliver Spindler points out, Burberry is poised to use their clienteling tool on other platforms, making its One to One a possible example of wearable tech in customer service. Imagine how much more satisfied Burberry customers will be when associates are able to interact with them using smartwatches or other wearables that allow for face-to-face communication.

39. Customer Service Intelligence and Predictive Information

@salesforce



Salesforce has a simple goal: to help you "connect to your customers in a whole new way." Now that they offer an innovative example of wearable tech in customer service, achieving that goal just became a whole lot easier. Salesforce for Apple Watch, according to a Fortune.com article, is one tool that businesses will include on their workplace wearables to result in happy customers. That's good news for the 86% of

respondents in a corporate adoption study who plan to invest more in applications for smartwatches, lanyards, bracelets, and eyewear in the next year. Lindsey Irvine, global director of strategic partnerships for Salesforce, says Apple Watches enable employees from managers to service workers to "make sure everyone who walks into the store gets a personalized experience." As Irvine puts it, wearable tech in customer service "give you the right intelligence and predictive information you need, at the time you need it."

40. Facial recognition and simplified digital payments

@AmericanExpress



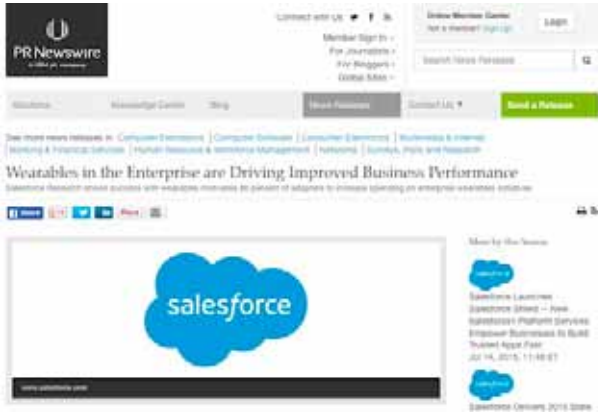
Yuyu Chen's ClickZ article explores an innovative example of wearable tech in customer service from American Express: "the financial services corporation is trying to simplify digital payments with emerging technologies." The organization is doing so through facial recognition software and wearable technology. The company's lab, the American Express EG Rapid Prototyping team, has tested a facial recognition prototype on wearables to determine whether customers can more easily access account information on their preferred device. American Express' ultimate goal with its example of wearable tech in customer service is to make mobile payments, or wearable payments, more convenient with recognition techniques.

41. Digital lanyards for seamless on-site experiences

@PRNewswire

PR Newswire reports that enterprise wearables drive improved business performance. In particular, digital lanyards are an innovative example of wearable tech in customer experiences, as they provide seamless on-site experiences. As the article notes, "RFID badges and lanyards can be deployed at a resort to transact

payments and manage access to rooms or VIP areas. The devices also generate data, which can be analyzed for insights about better traffic flow within an event site or at particular times of day.”



42. Barclaycard’s bPay Band @Barclaycard



JP Gownder of Forrester explains in his blog post exactly how “customer-distributed devices ... shape new customer experiences.” In this type of wearable tech in customer service, companies buy or create wearables and distribute them to customers, either for sale or for free. Barclaycard’s bPay band is one current example of wearable tech in customer service that “is changing the way football stadiums craft their customer experiences; Southampton FC is using the band to deploy contactless payments with exclusive loyalty offers and to create special in-person experiences.” Barclaycard’s bPay Bands improve the fans’ experience from the time they step foot into the stadium by giving them access to the stadium and allowing them to leave their wallet and tickets at home.

43. Mercedes-Benz Digital DriveStyle app for Pebble @MercedesBenz

Scott Amyx’s Innovation Insights post analyzes the Mercedes-Benz Digital DriveStyle app for Pebble in terms of being an innovative example of wearable

tech in customer service. As he explains, “wearables present unprecedented contextual awareness of your customers and their needs. Without distracting their goal-oriented behavior, subtle wearable cues and present helpful brand information at the right time, in the context welcomed by the wearer.” He points to Mercedes-Benz Digital DriveStyle app for Pebble as one such wearable example that enables drivers to get vehicle data, road hazards, speed notifications, and more from one quick look at their wrist.



44. Tesla for Glass @sahaskatta



Tesla for Glass brings wearable tech to the electric car. Innovation Insights explains that the Google Glass app for Tesla Model S owners “leverages contextual, ambient intelligence to maximize brand interaction.” With this innovative example of wearable tech in customer service, specific Tesla owners utilize Google Glass to interact with their vehicles to check information such as charging status or car location, to set the temperature, and to remotely open and close the doors.

45. DriveSafe Google Glass app

@DriveSafe4Glass



DriveSafe for Google Glass has one of the most honorable wearable tech in customer service goals: “to make drowsy and distracted driving a thing of the past.” By simply using their voice, drivers activate Glass to help themselves stay awake and alert. According to Innovation Insights, the app also has the capability of detecting when the driver is falling asleep at the wheel and alerting him of that fact: “imagine a Glass notification that a 24-hour McDonald’s that serves fresh coffee is four miles away.”

46. Las Vegas Air Conditioning

@LasVegasAirCond



A full-service heating and air conditioning repair, replacement, and informational company, Las Vegas Air Conditioning has caught the attention of Glass Almanac writer Matt McGee because the company is using Google Glass on service calls. In fact, McGee refers to Las Vegas Air Conditioning as “one of the most unique use cases I’ve come across in terms of a business using Google Glass.” Las Vegas Air Conditioning is using Google Glass to provide peace of mind to customers by allowing them to watch a live video stream of the work being done from a technician’s point of view, from an iPad or computer.

47. Customer service training with wearables

@GPSshopper



A mobile platform with more than 200 features, GPSshopper includes commerce, push notifications, beacons, mobile payments, and loyalty integrations. Their blog post examines five innovative examples of wearable tech in customer service, including customer service training with wearables. As retailers prepare for “an explosion in the [wearables] market,” they are utilizing wearables to improve customer service by training employees with wearables. For example, customer service associates need to know how to access the necessary information to be more productive and efficient when providing customer service, including assisting international customers with real-time translation.

48. uRevu

@urevuapp



uRevu is a pioneer in the real-time, on-location customer and employee rating app field. In his Wearable Tech World feature article, contributing writer Steve Anderson explains how uRevu enables better customer service with wearables. This innovative example of wearable tech in customer service combines wearable technology with customer service in an iBeacon-based system. Customer service employees

wear an iBeacon System with the uRevu system so that customers immediately can identify who provided service and then “route information about that employee directly back to the employer.” The result is companies having the ability to respond to customer issues quickly, sometimes before the customer leaves the store. Another benefit for the company is that they often can resolve customer service issues before the customer broadcasts the problem on social media.

49. Salesforce Wear

@salesforce



Salesforce characterizes wearables in a blog post as being “a game-changing influence with the potential to utterly disrupt the modern business world.” That’s why Salesforce launched Salesforce Wear, “a development platform that can be used for creating business apps for Android Wear, ARM, Fitbit, Pebble, Philips, and Samsung, as well as other devices.” By recognizing the place of wearable tech in customer service, Salesforce offers Salesforce Wear so that companies can utilize wearables for higher productivity and a better bottom line.

50. E-Z Pass with wearables

@sapcrm



Jacqueline Toms’ The Customer Edge article shares the Hybris marketing director’s thoughts as well as those from other experts, on building better customer

experience with wearables. One of the innovative possible examples of wearable tech in customer service is to improve E-Z Pass with wearable devices. In most instances, drivers need to swipe a credit card, which involves stopping and physically interacting with the system. If wearable devices or even cars themselves could act “as an extension of mobile payments,” customers could leverage Apple Pay or Google Wallet. This innovative possible example could extend to drive-through restaurant windows, parking, and other situations in which customers visit “proprietary systems that require specific transponders and accounts.”

About us

ClickSoftware (NasdaqGS: CKSW) is the leading provider of automated mobile workforce management and service optimization solutions for the enterprise, both for mobile and in-house resources. As pioneers of the “service chain optimization” concept, our solutions provide organizations with end-to-end visibility and control of the entire service management chain by optimizing forecasting, planning, shift and task scheduling, mobility, and real-time management of resource and customer communication.

Available via the cloud or on-premise, our products incorporate best business practices and advanced decision-making algorithms to manage service operations more efficiently, in a scalable, integrated manner. Our solutions have become the backbone for many leading organizations worldwide by addressing the fundamental question of job fulfillment: Who does What, for Whom, With what, Where and When.

ClickSoftware is the essential choice for delivering superb business performance to service sector organizations of all sizes. The company is headquartered in the United States and Israel, with offices across Europe, and Asia Pacific. For more information, please visit www.clicksoftware.com. Follow us on Twitter.

Visit us online at: www.clicksoftware.com



Contact us

www.clicksoftware.com

Americas +1 (888) 438-3308 (from US or Canada) or +1 (781) 272-5903 ,+55 (0) 2139580434 (from Brazil)

Western Europe +44 (0) 1628 607000 , **Central and Eastern Europe** +49 (0) 69 489813-0

Asia Pacific +972 3 765-9400 (from Tel Aviv) , +61 (0) 3 9946-6400 (from Melbourne) , +91 124-4947050 (from New Delhi)

Copyright Notice

Copyright © 2013 ClickSoftware Technologies Ltd. All rights reserved.

No part of this publication may be copied without the express written permission of: ClickSoftware Technologies Ltd.

Publication Notice

The information contained herein does not constitute a warranty of any kind. ClickSoftware Technologies Ltd. reserves the right to revise this publication and make changes without notification. ClickSoftware Technologies Ltd. assumes no liability for losses incurred as a result of information contained herein.