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## Business Value Analysis of Visual Engagement

*Software-as-a-Service focus: Delivering success with  
co-browsing, screen sharing, video*

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# Business Value Analysis of Visual Engagement

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## Executive Summary

As companies initiate or embark on Customer Experience (CX) transformation, they increasingly recognize the value of visual engagement for delivering collaborative, guided experiences. The value of visual engagement is especially compelling for Software-as-a-Service (SaaS) companies, enabling support, sales, and customer success teams to move beyond talking a customer through a problem or challenge with their solution and literally showing them the answer instead, using video, screen sharing, or co-browsing.

In this report, we will illustrate how co-browsing, screen sharing, and video chat applications can lead to business success for SaaS companies. You'll learn how:

- an HR and payroll solutions company achieved a 17.6% drop in call duration for complex customer service interactions
- a restaurant point-of-sales solutions provider saw customer ratings improve by 20%
- a travel and expense management company realized a 15% improvement in customer ratings, as well as a 15-20% drop in call duration

## Introduction to Guided CX for SaaS

With the innovative application of customer experience (CX) technologies, including visual engagement, companies have the opportunity to change how their customers engage with them and improve each interaction. At the same time, the innovative application of technology can drive business value: increase revenue, reduce customer support costs, raise customer satisfaction scores, increase loyalty, and lessen churn, for example.

Visual engagement is increasingly becoming a technology of choice among SaaS companies leading the way in introducing collaboration into CX, as Metrigy has found in recent CX research. These companies are increasingly initiating visual engagement projects as part of their CX transformations, and many have adopted one if not multiple visual engagement applications. With these applications, they're allowing customer service teams to engage in visual conversations with customers, and to enable customers to share information with agents or simply see the person with whom they're interacting.

Visual engagement—also known as guided CX—comprises two primary categories: video and co-browse/screen share.

### Video

Three types of video fall under the visual engagement umbrella:

- **One-way video** – With one-way video, customers can show agents what they're experiencing on their end and because agents are able to view the experience personally, they're better informed so they can more easily direct customers to resolution. One-way video use cases tend to be technical in nature, letting agents peer over a customer's shoulder, if you will, and see what a customer sees when looking at a product. Visibility takes an agent's directions from general to granular.
- **One-to-one video** – This two-way video option enables companies to provide virtual personalized advisory services. One-to-one video engagement can help establish a trusted relationship between a company and new customers, or cement loyalty for existing customers. To the latter point, virtual face-to-face meetings are highly suitable for client interactions around sensitive issues (i.e., healthcare, investment advice, etc.)—and delivers the message to clients that the company values the human touch.
- **One-to-many video** – One-to-many video extends the use of video engagement from the individual to the group, allowing companies to host “get to know us,” how-to, or creative sessions that build familiarity with a company and engender positive experiences.

### Co-browse & Screen Share

With co-browse and screen share, agents can assist customers as they navigate desktop, browser-based (desktop or mobile), or native mobile applications. As listed below, these capabilities can come in handy for filling out web forms, reviewing product options on a screen, or troubleshooting a customer app, for example. They are:

- **Screen sharing** – Agents share images, applications, or files that they have open on their screen, but not their entire screens
- **Co-browsing** – Agents can see the web or mobile app page the customer is on (not the entire screen) and use a pointer to show them where to click
- **Controlled co-browsing** – Agents can see the web or mobile app page a customer is on (not the entire screen) and, with permission, use keyboard/mouse control for navigation, annotation, and to highlight page content
- **Co-editing** – Agents can fill in some portions of forms displayed on the customers' web or mobile app page, but not others based on security; here too, the agent sees just the web or mobile app page, not the entire screen

## Business Value: Case Studies

SaaS companies, of course, are digital by definition. They live in the cloud, which means that is primarily where they meet their customers. With visual engagement, they can add a more personal touch to those digital interactions and, in the process, establish a competitive differentiator and drive improvements in key customer metrics. In its 2022 CX transformation research, in fact, Metrigy has found that use of visual engagement drives considerable improvement among the most successful companies, including those in the SaaS vertical. On average, the most successful companies overall saw a:

- 26.4% boost in customer rating
- 22% jump in revenue
- 15.3% drop in operational costs
- 27.8% improvement in agent productivity

For a deeper dive on the business value of visual engagement for SaaS companies, Metrigy conducted briefings with CX and IT professionals on how their companies are benefitting from the use of visual engagement technology from Glance. These three SaaS companies, all U.S.-based, provide—respectively—solutions for HR and payroll, restaurant point-of-sale solutions, and travel and expense management. The companies range in size from 3,200 to 58,000 employees, and each relies on Glance as their visual engagement solution.

Universally, these SaaS companies have found the use of visual engagement to have much improved the experience delivered to customers. As a proof point for each company, customers who had previously interacted with agents using the visual engagement technology now typically begin any subsequent agent interactions with a co-browsing request.

Each of these companies also highlighted the ease of implementation, with the visual engagement apps requiring little to no training for agents. They all scaled quickly from pilot or proof-of-concept to full deployment, and each continues to evaluate new use cases for the technology.

## HR & Payroll Solutions Company

Today at this company, customer service depends heavily on voice, but also supports live interactive chat and automated chatbots. Ultimately, the company would like to mostly support customer service requests directly from within its HR and payroll applications, via click-to-call or click-to-chat interactions, for example. Visual engagement fits right into this trend of embedding CX into its applications, as discussed in a conversation with both the company's senior director of client engagement and the contact center architect responsible for the Glance solution.

This SaaS company began its foray into visual engagement in December 2019 using another vendor's offering but had to limit that deployment due to that provider's inability to support the company's security mechanisms for legacy webpages. The company looked into a native co-browse solution for its contact center platform, and also gave Glance a shot at addressing the limitation. Glance got the nod when it quickly succeeded in overcoming the technology challenge. With that, the company swapped out that previous tool and moved rapidly from proof-of-concept with Glance Cobrowse for its midmarket payroll service to scaled deployment across various websites.

This company's visual engagement use cases for customer service include:

- **Co-browsing across its websites** – Clients click a co-browse button, then supply a four-digit security code so the associate can view the screen. Co-browsing is available for voice and chat interactions, as well.
- **Shared file viewing** – On an ad-hoc basis, clients can drop CSV, PDF, and XLS files into a co-browse session for sharing with an associate.
- **Extending co-browsing sessions to additional client users** – This feature is akin to conferencing, whereby an associate running a co-browsing session can invite other users within that client to join in.
- **Elevated desktop access rights** – In proof of concept, this capability would give associates in technology groups the ability to look at the client's desktop, to check browser settings, for example.
- **Mobile phone co-browsing** – The company plans to add this capability to its visual engagement portfolio, initially to serve small business payroll clients in a project it is launching in 2023.



**Offering:** HR and payroll software

**Annual revenue:** \$15 billion

**No. of employees:** 58,000

**Headquarters:** U.S.

**Reach:** Americas, EMEA, Asia/Pacific

*"The growth [of co-browsing usage among agents] has been rapid, and the percentage is still getting higher."*

Roughly 45% of customer service interactions that have co-browsing as an option use the capability, said the Glance implementation architect. “The growth has been rapid, and the percentage is still getting higher,” the senior director added.

#### Key Success Metric

17.6% drop in call duration

At the company, use of Glance co-browsing grew quickly from a few associates within one business unit to several thousands of agents. The company built its original case for Glance on the basis of streamlining longer customer service calls handled by agents with subject matter expertise. At the time, call duration in those cases typically averaged about 17 minutes. Bringing in co-browsing has shaved about three minutes per call, reducing call time by approximately 17.6%.

Visual Engagement for HR & Payroll Company	
Glance apps in use today	Co-browse for voice and chat interactions
Interactions handled with visual engagement	Approximately 45% of eligible interactions
2023 project plans	Plans to expand co-browse support to mobile apps next year
Primary implementation	Customer service
Initial deployment	2020
Additional implementation	Post-sales support for onboarding (spring 2022)
No. of Glance licenses	8,900 of 10,500 in use across six business units
No. of CX agent licenses (approximately)	20,000
Channel integration	Voice, webchat
Key success metric	Average duration for customer services calls (~17 minutes) dropped by 3 minutes, or 17.6%
Business value	Reduced call time, improved customer satisfaction

Figure 1: Visual Engagement for HR & Payroll Company

Pure labor cost savings have more than justified the investment. But the senior director considers reduced call duration from co-browsing as part of its overall business case perspective, vs. a standalone benefit. That strategy also involves CX technologies like agent assist, using AI to surface articles from the company’s knowledge base and to assess customer sentiment.

Aside from reduced call duration, a big testament to the technology’s benefit comes from clients who now ask to share their screens right off the bat rather than by agent invitation. “That’s our best metric, in terms of client feedback,” the senior director of client engagement said.

Use of co-browsing has expanded beyond customer service, too, the architect added; in the spring, the company launched its first sales use case, with a

small post-sales implementation team using the technology as part of an onboarding application.



## Restaurant Point-of-Sale Software Company

In 2019, this restaurant software company sought out a visual engagement solution to improve the enablement experience for its Point-of-Sale (PoS) platform, handheld PoS devices for order-taking and other front- and back-office devices, and software comprising its all-in-one system. It did so with the recognition that customer service agents and onboarding consultants were spending too much time on the phone trying to get customers onto its platform, as discussed with the director of customer service technical operations. Agents couldn't tell how helpful they were being. "It was like the blind leading the blind," the director said.



**Offering:** Restaurant solutions

**Annual revenue:** \$1.7 billion

**No. of employees:** 3,200

**Headquarters:** U.S.

**Reach:** U.S.

*Visual engagement helps "teach our customers to fish."*

By building co-browsing/screen sharing into its mobile app and web dashboard, the company understood that it could "teach our customers to fish," the director added. In other words, when used as part of training for customers, visual engagement would serve not only to improve the experience but also head off the need for support calls. But should the need for support arise, customers would then also be comfortable using co-browsing/screen sharing during those interactions.

### Key Success Metric

20% higher CSAT rating for Glance-enabled interactions

one-way video via mobile phone. The use case is servicing technical issues experienced with the restaurant's physical PoS installation. Being able to ask a restaurant employee to show the setup, rather than just describe it, helps the company's support teams troubleshoot more effectively. At the same time, it increases the customer's comfort level with the technology.

When engaging visually, the company has found that agents spend more time on calls with customers. But that's a good thing, the director reported, because the resulting impact on its first-call resolution metric has been positive and the enablement experience improved.

The company launched a small co-browse/screen share pilot, with roughly 10% of the agent base at the time—in early 2020—to test how best to implement before full rollout. Now all onboarding interactions use visual engagement.

With that success, the company added in

Visual Engagement for Restaurant PoS Company	
Glance apps today	Co-browsing/screen sharing, mobile app share, mobile camera share, one-way video
Interactions handled with visual engagement	100% of training interactions
Primary implementation	Enablement experience
Initial deployment	Early 2020
No. of Glance licenses (approximately)	500
No. of CX agent licenses (approximately)	800
Channel integration	Voice, mobile app
Platform integration	Salesforce
Key success metric	20% higher CSAT rating for Glance-enabled interactions
Business value	Improved enablement experience, increased first-call resolution

Figure 2: Visual Engagement for Restaurant PoS Company

In addition, scores for calls with Glance vs. similar calls without Glance are roughly 20% higher on the company's one-to-five CSAT scale, the manager reported. "Our CSAT for those calls saw a significant increase. We also got amazing feedback from our agents on how much easier it was to help customers through difficult situations with both configurations and troubleshooting."

### *Travel & Expense Management Company*

This travel and expense management company has been using Glance Cobrowse since 2018, tipped off about the technology's effectiveness from one of its corporate clients, itself a SaaS solutions provider. With an eye on improving customer experience and reducing call times, the company brought in co-browsing for an eight-week pilot with two product groups. These product services teams were supporting inquiries from client account administrators—i.e., those professionals with admin privileges on their sites and handling change configurations, user access, and the like. If the software admins run into a bug, they either call into or start a live chat with support, as discussed in a conversation with the company's technical program manager for the Glance implementation.

Pre-Glance, finding just where a client admin had encountered the bug could be extremely challenging, given that this company's website comprises about 400 to 500 webpages with numerous different processes. A support agent would have had to poke around, relying on the customer's description and considerable back and forth, until they landed at the problem spot. Needless to say, this led to significant frustration for customers (and support) and longer-than-desired call durations.



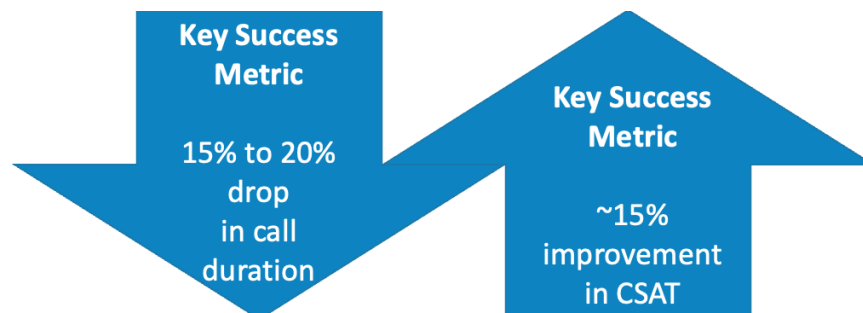
**Offering:** Travel & expense management software  
**Annual revenue:** Not broken out from parent company

**No. of employees:** 4,600

**Headquarters:** U.S.

**Reach:** Global

*"Glance helps cut out verbiage, misunderstanding, and miscommunications."*



Now, with co-browsing, a support agent knows exactly which page and process is troubling a customer. Customer satisfaction ratings have gone up by about 15%, and call times have dropped 10% to 15% since implementing co-browsing. “Glance helps cut out verbiage, misunderstanding, and miscommunications,” the program manager relayed.

Today an estimated 40% to 45% of support interactions across six products are eligible for co-browsing. Of those, roughly 25% take advantage of the capability. While the company doesn’t expect that percentage to change over the next year, it does have ongoing incentive programs in place to get more support agents on board with co-browsing. The goals remain CX improvements and reduced call time.

Visual Engagement for Travel & Expense	
<b>Glance apps today</b>	Co-browse for voice and chat interactions; co-browse for mobile app
<b>Interactions handled with visual engagement</b>	Approximately 25% of eligible interactions; 40-45% of all interactions are eligible
<b>Primary implementation</b>	Product support
<b>Initial deployment</b>	2018
<b>No. of Glance licenses</b>	400
<b>No. of CX agent licenses (approximately)</b>	800
<b>Channel integration</b>	Voice, webchat
<b>Platform integration</b>	Salesforce Service Cloud
<b>Key success metric</b>	CSAT increased ~15%; call duration dropped 10% to 15%
<b>Business value</b>	Reduced call time, customer experience improvements

Figure 3: Visual Engagement for Travel & Expense Company

## Visual Engagement in Context

As these case studies show, visual engagement is becoming a core CX application for SaaS companies, with considerable benefit. And, as noted previously, most SaaS participants have embraced more than one type of visual engagement application. Metrigy’s *Customer Experience MetriCast 2022* buyer-side market research study shows current or planned use of screen sharing among SaaS companies as being slightly ahead of the three other visual engagement applications noted in the figure below. By the end of this year, 85.4% of SaaS companies will be using screen sharing, vs. 82.8% using both one-way and two-way video, and 74.6% using co-browsing.

Visual Engagement App Adoption, by SaaS Companies				
Status	1-Way Video	2-Way Video	Co-Browsing	Screen Sharing
Using now	66.4%	53.3%	50.8%	54.9%
Planning for 2022	16.4%	29.5%	23.8%	29.5%
Planning to use in 2023+	4.9%	4.9%	7.4%	5.7%
Evaluating	2.5%	4.9%	7.4%	2.5%
No plans	4.9%	4.1%	4.9%	2.5%
Unsure	4.9%	3.3%	5.7%	4.9%

Figure 4: Visual Engagement App Adoption, by SaaS Companies

Among the SaaS vertical, Metrigy found that 63.2% of companies already have adopted (36%) or are planning to adopt (27.2%) visual engagement applications in 2022. Another 23.9% are planning for use in 2023 or are evaluating the addition of this technology as a CX deliverable. At 9.3%, fewer than 10% of SaaS companies said they have no plans for visual engagement.

When looking at company sizes, Metrigy found that midsize and large SaaS providers, ranging in size from 251 to 10,000 employees, are more likely to already be using or planning to adopt visual engagement applications this year than those with lesser and greater numbers of employees. Among SaaS companies with 250 or fewer employees, 23.2% said they have no plans for visual engagement. This could be a missed opportunity; with visual engagement, smaller companies can level the playing field vs. their larger competitors.

On the other end of the spectrum, 17.2% of very large SaaS providers, or those with more than 10,000 employees, have no plans for visual engagement, either. Though 37.9% use the applications today, and 10.3% plan to adopt this year, new technology purchases for these companies tend to get mired down by lengthy approval processes. What's more, this size company typically experiences more employee turnover and/or reorganization, so when one group decides to invest in a technology, new management may come in and head in a different direction.

Visual Engagement Adoption, SaaS Providers, by Company Size					
Status	Employees				
	<50	50-250	251-2,500	2,501-10K	>10K
Using now	33.8%	33.9%	35.4%	45.7%	37.9%
Planning to use in 2022	23.5%	27.1%	34.3%	28.3%	10.3%
Planning to use in 2023+	8.8%	12.7%	10.1%	6.5%	6.9%
Evaluating	10.3%	13.6%	15.2%	10.9%	20.7%
No plans	14.7%	8.5%	5.1%	8.7%	17.2%
Unsure	8.8%	4.2%	0.0%	0.0%	6.9%

Figure 5: Visual Engagement Adoption, SaaS Providers, by Company Size (CX MetriCast 2022)

Clearly, visual engagement applications are on course to be standard expectations for customers, not only for SaaS companies but across all verticals (see Figure 6).

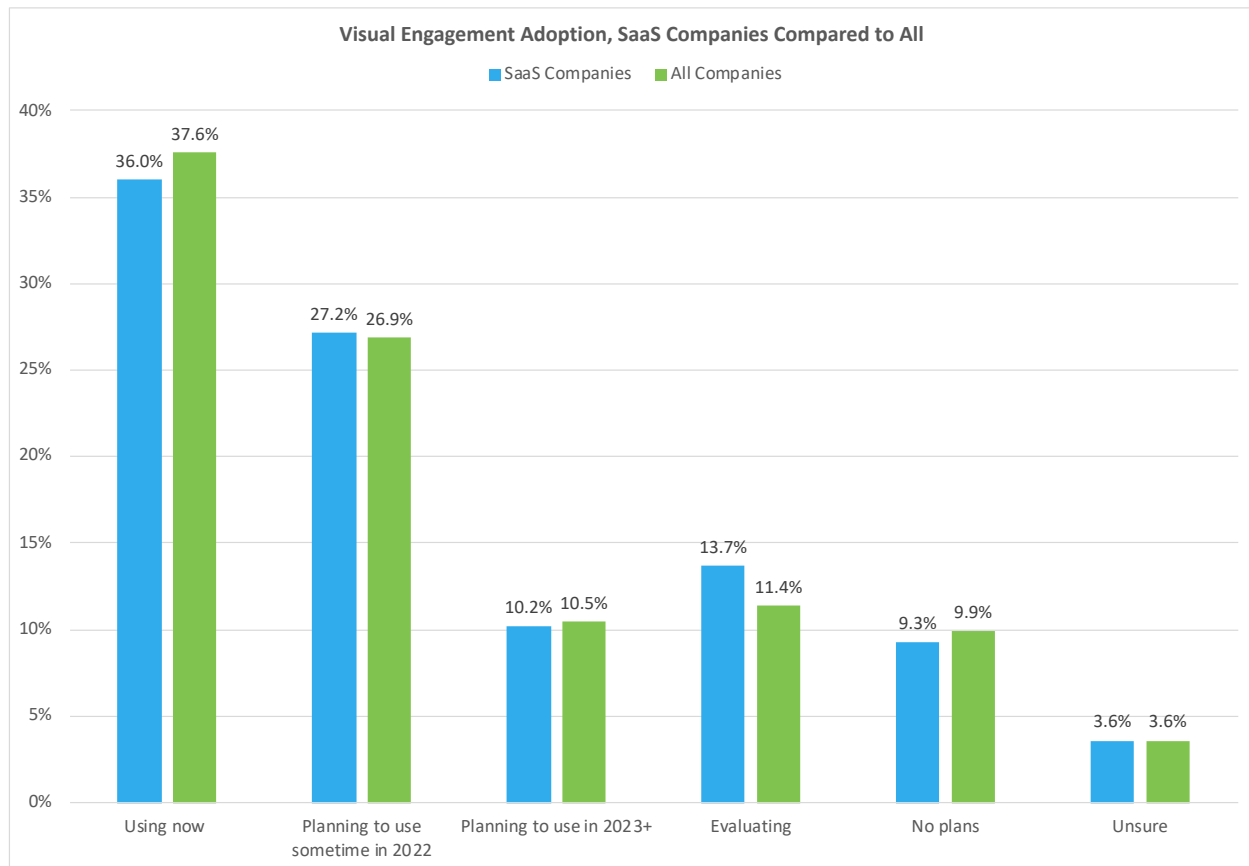


Figure 6: Visual Engagement Adoption, SaaS Companies Compared to All

As demand for the personalized, guided CX enabled via visual engagement grows among customers at large, SaaS companies not paying attention to this trend could see service ratings drop as a result.

## Conclusion

As SaaS companies initiate or evolve CX transformation, they recognize the value to their customers and agents of a highly collaborative experience. Visual engagement is the facilitator that enables agents to move beyond talking a customer through a problem or challenge to literally showing them, instead. The results are measurable, including increased revenue, reduced customer support costs, higher customer satisfaction scores, greater agent productivity, and more.

The value of visual engagement is especially compelling for SaaS companies, enabling them the ability to guide customers through digital processes, as shown in the three case studies profiled in this report. Visual engagement can deliver business value such as:

- **Reduced amount of time agents with subject matter expertise spend on customer service calls** – using co-browsing, the HR and payroll company saw a 17.6% drop in duration for such calls
- **Streamlined onboarding** – using co-browsing, the restaurant solutions provider has improved its process for onboarding new clients and deflected follow-on support calls
- **Facilitate resolution of service issues** – the restaurant provider is using one-way video to let customers show remote technicians their technical setups for guided problem resolution, in part leading to a 20% improvement in customer rating
- **Pinpoint problems customers encounter across a sprawling web portfolio** – being able to see exactly where a client is having a problem, and providing guided assistance via co-browsing, the travel and expense management company has boosted customer ratings by approximately 15% while shrinking call duration by 15 to 20%.

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ABOUT METRIGY: Metrigy is an innovative research firm focusing on the rapidly changing areas of Unified Communications & Collaboration (UCC), digital workplace, digital transformation, and Customer Experience (CX)/contact center—along with several related technologies. Metrigy delivers strategic guidance and informative content, backed by primary research metrics and analysis, for technology providers and enterprise organizations.