



# How HELPLINE uses **SightCall VISION** **Visual AI** to Transform Customer Experience

A Case Study

# The State of AI in the Contact Center

For CX leaders, the reality in 2024 is that incorporating Artificial Intelligence, or AI, is top-of-mind.

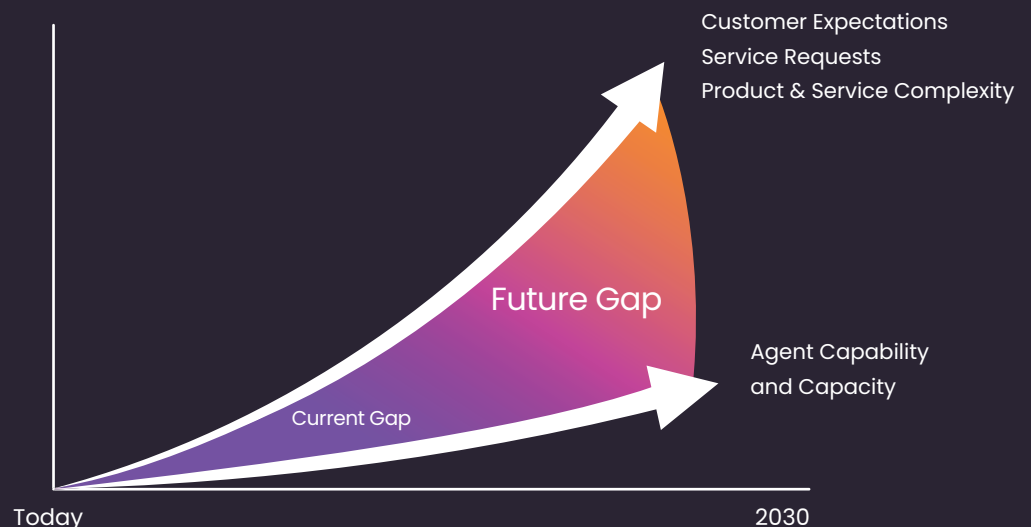
Zendesk's 2024 CX Trends survey revealed that **70% of CX leaders expect to incorporate it in their organizations in the next two years**, to provide faster, smoother, and more personalized experiences both for customers and agents.

Finding the right touchpoint, though, remains elusive.

On the one hand, uptake is difficult, as seen by leading Consumer Experience Survey trends published in 2024 by Qualtrics and Salesforce Research. **Customers are naturally suspicious of AI-only interactions**, agents are wary that it will replace them, and both remain unconvinced that its current form—think about those AI chatbots—can improve their experience.

But in Genesys' 2023 State of the Customer Experience in Europe report, consumers overwhelmingly defined their **top two CX criteria** as **rapid response** and **first-contact resolution**.

Customers and agents are confounded by the **Service Gap** and are unsure how to close it. The challenge for process-driven organizations is to deploy AI strategically in a way that augments customer and agent experiences, streamlines operations, and reduces costs.



# Strategic AI Innovation in the Contact Center

A European leader in user experience, with 17 contact center locations and over 200 clients, HELPLINE provides companies with user assistance and support services from its contact center, to facilitate the use of digital technology by all employees.

HELPLINE'S customers include the French franchises of one of the world's largest Food & Beverage corporations, for whom it has SLAs to respond to **95% of IT problems within 60 seconds**.

The designated employee of each franchise working with HELPLINE expects to connect with a human agent who can think, communicate, react, and adapt in a way AI—on its own—cannot.

And the need is great.

For these franchises, **every second of device downtime leads to missed sales and customer dissatisfaction**.

To put out 'IT fires,' HELPLINE sees AI as a strategic imperative and is actively pursuing the right implementation. After initial tests within its internal Service desk, HELPLINE has defined 3 essential criteria that AI must meet for more wide-ranging adoption:

- **Natural** – easy to use and interact with
- **Customer centric** – must improve agent efficiency and customer satisfaction
- **Mandatory** – it must integrate agents into the process

In this context, HELPLINE evaluated different touchpoints for AI and how to incorporate it strategically.

*"Each time a user from one of our clients reaches out to us, it means that person is stressed, even overwhelmed. An outage impacting his or her work could potentially impact the entire team's work—or even the company's. At HELPLINE, in a sense, **we are the IT emergency first responders for our clients.**"*

– **Lionel Florence**, Director of Digital User Journeys at HELPLINE.



# Driving Smart AI Innovation with SightCall VISION

HELPLINE is now leveraging AI to reduce device downtime and optimize service with a different point of view: the franchise-side (end user).

With SightCall VISION, HELPLINE uses AI to **cut minutes out of every service interaction** by enabling franchises themselves to collect critical device information with a smart device camera and send it to a support agent—before a service call even starts.

After this “**Pre-Call Information Collection**,” SightCall VISION and HELPLINE do the rest.

The designated employee at the franchise only needs to invest a few seconds—**three clicks and one photo**—to capture critical device information. HELPLINE agents no longer need to ask repetitive diagnostic questions because they will already have all the necessary information at their fingertips.

As a result of this minimal time investment, franchises win back several minutes (or more) in efficiency and reduced device downtime.

## Pre-Call Information Collection



**Three** Clicks



Take **one** photo



A **few** seconds



**Several Minutes Back**  
in Device Uptime



# The Impact of The Right Touchpoint

This key business outcome is underpinned by SightCall VISION's **Smart OCR**.

When notifying HELPLINE of an outage, a franchise's employee, its PoC for IT issues, uses a designated tablet on site to identify the malfunctioning device via SightCall VISION.

After selecting the IT issue, the employee is **guided step-by-step** to locate the device's serial number decal and take a photo.

SightCall VISION's Smart OCR ingests the entire decal, uses AI to automatically scan the photo, pinpoint the serial number, and identify the malfunctioning device. Then, it uses an asset management integration to identify more critical information, such as where the device is, which franchise employee is using it, and when it was put in operation.

The employee no longer wastes time verbalizing a string of numbers and letters or broadly describing a device to diagnose a problem. Each piece of collected information **goes instantly to a HELPLINE agent**.

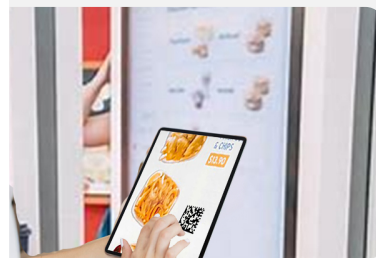
After a pre-call process lasting only few seconds, the HELPLINE agent has all of the information needed to provide **accurate, contextualized, and personalized service**.

Instead of asking repetitive identifying questions at the beginning of an interaction, HELPLINE agents can dive directly into resolving problems, saving time, energy, and cost while fulfilling their SLAs and improving CX.



## Step 1

Franchise employee contacts IT Support for help with an issue



## Step 2

Employee collects equipment's serial number with Smart OCR



## Step 3

HELPLINE agent receives information before IT support call begins



## Step 4

HELPLINE agent guides the franchise employee through resolving the issue

# A Strategic View of AI for Improving CX and Agent Experience

The mission of SightCall and HELPLINE to improve CX affirms the need for—and value of—**strategically deploying AI to support customers and agents alike. It's a mission that has only just begun.**

*“At HELPLINE we are convinced that the **most important quality of IT support for users is still human contact**, from their ability to listen and support with empathy. This comes from our knowledge of our users and their needs, enabling us to know how to integrate AI into a digital journey and train it to provide support that ensures it is accepted, adopted, and meets the expectations of our users.”*

**Lionel Florence, Director of Digital Journeys, HELPLINE**



*“At SightCall we know that AI holds immense promise and that it must be implemented strategically to ensure that human empathy and personalized assistance can still shine through.*

*Our mission is to improve the customer experience by augmenting agent capacity by helping them avoid mundane, repetitive activity. Instead, agents are empowered to do what they do best: **provide empathic and personalized customer support.**”*

**Thomas Cottereau, CEO and Founder, SightCall**

# The Future of AI in CX

AI in the contact center is here to stay, but it is only as good as the touchpoint, implementation strategy, and focus on supporting personalized, empathic support interactions. SightCall VISION and HELPLINE will continue to drive CX together by strategically using AI to enable customers, empower agents, and streamline operations.

## About HELPLINE

As the European leader in enterprise user experience, HELPLINE empowers customers in their digital service transformation with powerful, scalable contact centers and IT support available to all employees. With 17 locations in Europe, HELPLINE employs over 3,600 people and serves over 200 customers, including 50% of the companies on France's stock exchange: the CAC 40.

→ [Learn more](#)

## About SightCall

SightCall is an innovative global leader in Visual Assistance and enterprise service efficiency. Founded in 2008, SightCall has received accolades for its innovations, ranking in the Inc. 5000 Class of 2023 as one of the fastest-growing software companies in the United States. The company has headquarters in San Francisco, California and Paris, France.

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