

Information Age, UK: AR and VR Will Change Customer and Employee Experience



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"Augmented reality (AR) and virtual reality (VR), although limited at the moment, will be a vital technology in improving the customer and employee experience.

The tech can help employers deliver more detailed training in certain professions, ranging from midwifery to airplane maintenance, while enhancing workforce collaboration, through telepresence.

From a customer perspective, AR (and VR) can help deliver more personalised content in an immersive environment at home.

At the moment, brand reputation and equipment utilisation are two of the biggest AR benefits. Respondents from Cognizant's [The Real Reality of Augmented Reality](#) report, with scaled AR implementations, anticipate 8.2% average top- and bottom-line growth from these initiatives by 2022. Even greater are the gains in soft benefits, such as improved brand reputation, equipment utilisation, speed, agility and customer experience."

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