

Changing The Game: VR in the Workplace

Virtual Reality can boost morale and well-being, make it possible to forward a call with a simple movement, and add an element of fun to the workplace. Communications brand, Wildix, is leading the way with VR technology, increasing productivity and morale in the workplace and providing better outcomes for callers and employers.

“What sets Wildix apart is our continuing adaptation to new technology. As our name suggests, we are an ever-changing wild card; continuously improving and innovating to make communication seamless and simplified. Communications is more than telephony and adding VR allows us to change the game on a broader scale.” - Robert Cooper, General Manager of Wildix US

Columbus, OH, August 8th, 2017

Every year, technology changes the way we work and the way we serve our customers. Virtual reality began as a novelty in the entertainment sector, but is rapidly making its mark on the business world as well. Incorporating VR technology into the common workday for a call center employee can radically change the way that employee feels about work and can even boost their overall performance. How is VR making such a mark on the way we do business, one employee at a time? Wildix set out to find out:

Call center or other employees charged with answering customer inquiries by phone are often sedentary; they simply have to be to be able to do their jobs. These stationary workers, from call centers agents to managers and secretaries, are constrained for hours sitting still at their desks, staring at the monitor and with their hand stuck on the mouse, busy on constant calls coming in. The sheer monotony and lack of movement can be overwhelming, resulting in a lack of enthusiasm that rolls over into everything that worker does.

VR Makes a Difference

Virtual Reality technology allows these workers to move about more freely as they work, without sacrificing performance. Employees using VR technology as part of a daily routine feel better, have better morale and simply out-perform their sedentary counterparts.

It started with a vision:

“Let’s imagine a three-dimensional work station, where an agent executes aerobic exercises in his work activity, standing up or sitting down”. Stefano Osler, CEO of Wildix

This vision led to the revolutionary idea of connecting the [3D virtual reality headset](#) to the collaboration software of Wildix, thanks to the use of WebGL, a library which provides a graphic 3D API for web browsers.

What does VR do for that formerly sedentary employee?

When wearing [the headset](#), the agent “enters” literally into the communication system and can manage the incoming and forwarded calls with simple arm movements. The VR system overlays an element of entertainment and action to a dreary process, making it more interesting and engaging for the agent.

Technology integrates movement into the system – and it's not just any movement, the Wildix team targeted those activities that were most beneficial for employees and incorporated Tai Chi and other methods to create a beneficial process for these agents:

Dimitri Osler, CTO at Wildix explains: “We have associated those movements able to be beneficial to the limbs and to the skeletal system to the most frequent operations. The objective is that of combining productivity and muscular training, in a type of simplified Tai Chi. For example, if a call comes in, the agent can extend his arm in front of him bringing it towards his chest, to transfer an active call, while he will be making a movement from left to right, after having selected the colleague. Or, if a call comes in (a sphere) the agent can grab it and pull it towards himself to answer, and again by moving his arms and hands, he can go down the list of colleagues and select the one to whom to transfer the call”.

The user experience is totally immersive for the agent, spanning 360 degrees with fully interactive objects and collaborative possibilities.

Icons represent other colleagues and appear as functional three-dimensional objects; interacting with these objects allows the call agent or user to interface with the system kinesthetically, using movement to convey directives. The system can be completely personalized to match a user's specific goals and preferences. For example, phone books can be browsed by moving a hand, while text messages will be written thanks to a virtual, fully customizable keyboard.

Virtual Reality integration does more than improve performance and morale, it can also enhance speed. A single gesture can take the place of multiple clicks or entries, as the computer network can instantly respond and deliver the requested information without waiting for a typed-out command or mouse click.

Gamification Improves Productivity

The Wildix center for research and development in Odessa is additionally studying how to insert a “game” component into the Collaboration 3D interface. If you've ever used an interactive video game to challenge or race opponents, or gain points to work towards a goal, you already know the power of gamification. Wildix is exploring offering an entertainment overlay that rewards skill and engages employees using game-style graphics and challenges:

“It could be a race of who answers more quickly, or a series of points obtained thanks to the skill in the management of specific operations; we believe that a hint of lightness and entertainment may make the work of an employee, for example a call center agent, less ‘alienating’ says Wildix's Dimitri Osler.

“Are you familiar with the film, Minority Report? The film where, in a distant future, the police captain John Anderton, in order to analyze his own files moves projections with his hands (and the help of a special glove) on a virtual screen. The 3D headset applied to Unified Communications will be the first version of that future which is getting closer and closer”, Stefano Osler concludes, speaking about the new VR interface for the Wildix system.

For Wildix, making working conditions better for employees has always been a key focus. By improving conditions and morale, employees can be healthier, happier and are more likely to be productive. From ergonomic design, to tech that makes the process of answering calls, communicating with callers and even responding to requests easier and more efficient to exploring new ways to incorporate innovation into the workplace, Wildix is focused on improving the workplace experience. The latest initiative into VR makes it easier than ever to maintain a productive, efficient and happy workforce.

About Wildix

Wildix is a multinational company that develops browser-based Unified Communications solutions and VoIP products. The company relies on a network of Certified Business Partners that install Wildix systems in Europe and in the United States. In 2005, Wildix founded its Research and Development center in Ukraine. Headquartered in Italy, Wildix operates sales offices in France, Germany, the Netherlands and the USA.

Media Contact:

Alyssa Villavicencio
Thoughtlight, LLC
50 Milk Street, 15th Floor
Boston, MA 02109
alyssa@thoughtlight.net

Partnership Contact:

Robert Cooper
Wildix, Inc.
175 S. Third St. Suite 350,
Columbus, Ohio 43215
(614) 484-1502