Glance Networks Recognized for

2021

Product Leadership

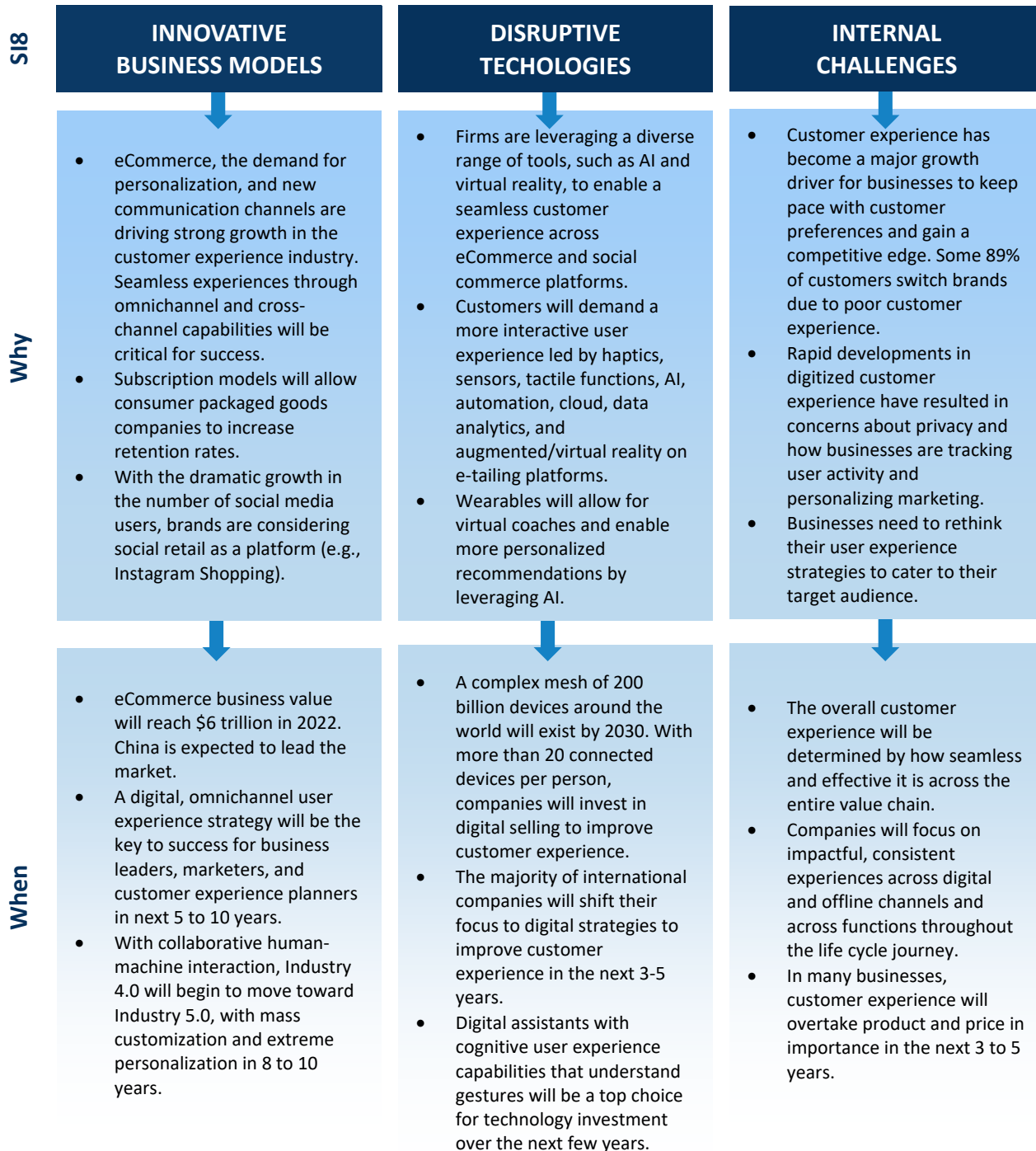Global Visual
Engagement Industry
Excellence in Best Practices

FROST & SULLIVAN

Strategic Imperatives

Frost & Sullivan identifies three key strategic imperatives that affect the customer experience industry: innovative business models, disruptive technologies, and internal challenges. Every company that is competing in the customer experience space is obligated to address these imperatives proactively; failing to do so will almost certainly lead to stagnation or decline. Successful companies overcome the challenges posed by these imperatives and harness them to drive innovation and growth. Frost & Sullivan's recognition of Glance Networks is a reflection of how well it is performing against the backdrop of these imperatives.

SI8

INNOVATIVE BUSINESS MODELS	DISRUPTIVE TECHOLOGIES	INTERNAL CHALLENGES

Why

• eCommerce, the demand for personalization, and new communication channels are driving strong growth in the customer experience industry. Seamless experiences through omnichannel and cross-channel capabilities will be critical for success. • Subscription models will allow consumer packaged goods companies to increase retention rates. • With the dramatic growth in the number of social media users, brands are considering social retail as a platform (e.g., Instagram Shopping).	• Firms are leveraging a diverse range of tools, such as AI and virtual reality, to enable a seamless customer experience across eCommerce and social commerce platforms. • Customers will demand a more interactive user experience led by haptics, sensors, tactile functions, AI, automation, cloud, data analytics, and augmented/virtual reality on e-tailing platforms. • Wearables will allow for virtual coaches and enable more personalized recommendations by leveraging AI.	• Customer experience has become a major growth driver for businesses to keep pace with customer preferences and gain a competitive edge. Some 89% of customers switch brands due to poor customer experience. • Rapid developments in digitized customer experience have resulted in concerns about privacy and how businesses are tracking user activity and personalizing marketing. • Businesses need to rethink their user experience strategies to cater to their target audience.

When

• eCommerce business value will reach $6 trillion in 2022. China is expected to lead the market. • A digital, omnichannel user experience strategy will be the key to success for business leaders, marketers, and customer experience planners in next 5 to 10 years. • With collaborative human-machine interaction, Industry 4.0 will begin to move toward Industry 5.0, with mass customization and extreme personalization in 8 to 10 years.	• A complex mesh of 200 billion devices around the world will exist by 2030. With more than 20 connected devices per person, companies will invest in digital selling to improve customer experience. • The majority of international companies will shift their focus to digital strategies to improve customer experience in the next 3-5 years. • Digital assistants with cognitive user experience capabilities that understand gestures will be a top choice for technology investment over the next few years.	• The overall customer experience will be determined by how seamless and effective it is across the entire value chain. • Companies will focus on impactful, consistent experiences across digital and offline channels and across functions throughout the life cycle journey. • In many businesses, customer experience will overtake product and price in importance in the next 3 to 5 years.

Best Practices Criteria for World-Class Performance

Frost & Sullivan applies a rigorous analytical process to evaluate multiple nominees for each Award category before determining the final Award recipient. The process involves a detailed evaluation of best practices criteria across two dimensions for each nominated company. Frost & Sullivan's independent analysis concludes that Glance Networks excels in many of the criteria in the global visual engagement space.

AWARD CRITERIA

Product Portfolio Attributes	Business Impact
Match to Needs	Financial Performance
Reliability and Quality	Customer Acquisition
Product/Service Value	Operational Efficiency
Positioning	Growth Potential
Design	Human Capital

A Strong Value Proposition

Glance Networks (Glance) is a pure-play visual engagement vendor with one of the widest visual engagement product portfolios in the customer experience (CX) industry. Based and developed entirely in the United States and hosted on Amazon Web Services, the portfolio comprises cobrowsing, screen sharing, mobile app sharing, and video.

Visual engagement allows agents to establish real human connections with customers and improve multiple contact center metrics. One large US-based bank, for example, harnessed Glance's technology to achieve a 61% CSAT increase and a 10 to 15% reduction in average handle times. At the moment, Glance's cobrowsing tool is its most widely used visual engagement offering, but Frost & Sullivan expects accelerated uptake of screen sharing, mobile app sharing, and video, which Glance is well-positioned to take advantage. In contrast to other competitors that do not offer a stand-alone visual engagement solution yet bundle cobrowsing and screen sharing with other features (such as live chat), Frost & Sullivan appreciates how Glance does not force organizations to pay for functionalities they do not wish to use.

A principal Glance differentiator is its integration-first approach. Unlike many other competitors, the company does not seek to upsell complementary digital CX solutions such chatbots. Glance integrates with contact center software and CRM platforms including Salesforce, Twilio Flex, ServiceNow, and Docutech via APIs. Moreover, the company provides robust scaling capabilities that can support large

end-user organizations.

Glance's solution uses JavaScript to capture what the customer sees in the browser, subsequently securely sending an HTML description of the page view to the Glance platform. Agents cannot see what customers browse on third-party websites without the JavaScript tag. Customer devices require no software downloads, extensions, plugins, or WebRTC.

Matching Complex Market Needs

Glance focuses on the particularly stringent requirements of the financial services industry and comes with an intuitive management portal, which enables a granular approach to customizing settings. It is architected to comply with financial-grade security and privacy policies, never uses proxy servers, and enables the masking of personal identifiable information. Sessions are fully encrypted and never stored or "at rest." Glance also works with end-user organizations' existing single sign-on (SSO) to authenticate agents. In Frost & Sullivan's view, Glance is a more experienced visual engagement vendor than any of its competitors in the digital banking, insurance, tax, and investment management space. Moreover, Glance properly addresses the proliferation of customer devices and use cases by guaranteeing extensive compatibility with desktop and mobile browsers (Chrome, Firefox, Edge, Safari, and limited support for IE11), desktop applications (Windows and Mac), and native mobile apps (Android and iOS).

A Straightforward Approach to Video as a Customer Channel

So far, attempts to video-enable contact centers have been clunky and limited to one-way video and one-off use cases. However, Glance Video, a recent multi-way video addition to the Glance portfolio, may be the breakthrough that CX professionals have been waiting for.

Glance Video embeds a secure video collaboration option into websites and mobile apps, eliminating the need for separate, third-party video solutions that complicate the user experience and potentially leak customer data. It greatly streamlines the initiation of a video session, as customers can accept agent video session invitations on the device inside the application they are already using. By pressing a single button, customers join the video session and give access to their desktop, laptop, tablet, or mobile camera. No external links, passwords, or e-mails are involved, and the agent can invite additional participants (typically advisors or family members) to the session.

> *"Frost & Sullivan is impressed by Glance Networks' exceptional and market-leading visual engagement portfolio and its Glance Video innovation. The company's solutions are certain to inspire new use cases that will greatly enhance trust, increase satisfaction, and remove friction from analog and digital customer journeys alike."*
>
> **- Alexander Michael,
> Global Practice Area**

The video rendering and frame rate automatically adapt to the available connection, delivering a useful video experience even in low and unstable bandwidth situations. Video is a particularly effective customer journey enhancement involving the complex and emotionally charged online interactions that are already the mainstay of Glance's business. Financial services and wealth management are obvious early-adopter use cases, but Frost & Sullivan believes that numerous new use cases will soon emerge.

Luxury retail interactions, where the physical in-store experience is almost impossible to recreate online, or high-end travel requiring customers to make numerous detailed choices, are certainly candidates. At the unglamorous end of the spectrum, remote technical assistance and emergency services could be significant use cases. Frost & Sullivan recognizes the immense value of humanizing an experience in which the customer experiences distress, in addition to efficiently diagnosing the problem.

The Right Visual Engagement Product to Support Current Needs

Glance is headquartered in Wakefield, Massachusetts. Unlike some competitors, Glance acts as a technology vendor with traditional values. To that end, it does not maintain funding rounds, operates with low debt, and closely manages revenue growth and headcount to ensure stability. The company is profitable and cash-flow positive. Glance often wins significant new logos by participating in challenging and competitive selection processes. The company's superb financial health is an essential quality to prospective large-enterprise users. Moreover, its ability to demonstrate that the solution works almost everywhere, at scale, is an equally strong sales proposition.

In the last two years, Glance has enjoyed a substantial increase in year-over-year volume interactions. In the first half of 2020, it recorded a 26% annual increase in all visual engagement sessions, and a 204% increase in visual engagement sessions in the financial services industry specifically. The significant surge in cobrowsing session volume reflects the urgency that many financial service companies feel to improve their digital engagement with customers.

> *"The efficiency and loyalty-building benefits associated with visual engagement are strong. At the beginning of 2020, visual engagement became a fundamental expectation almost overnight. Frost & Sullivan believes Glance is exactly the right product at the right time for organizations that wish to enhance customer journeys, reduce customer effort, and create a better, more rewarding experience for customers and agents."*
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> Global Practice Area**

A study conducted independently on behalf of Glance suggests a typical solution payback of just 6 months, with an average return on investment of 396% over 3 years.

In Frost & Sullivan's opinion, the efficiency and loyalty-building benefits associated with visual engagement are quite strong. Given the video "baptism by fire" that remote workers experienced at the beginning of 2020, visual engagement has become a fundamental expectation almost overnight. Frost & Sullivan believes Glance is exactly the right product at the right time for organizations that seek to enhance customer journeys, reduce client effort, and create a better, more rewarding experience for customers and agents.

Moreover, many organizations have spent the last 12 months architecting resilience into customer journeys. Such companies want to assure a useful customer experience regardless of external factors that disrupt normal operations. Organizations that rely on physical locations to fulfill their customer journeys find it particularly challenging to replicate the qualities of the face-to-face experience through digital channels. Frost & Sullivan finds that visual engagement is the answer, allowing Glance to benefit from sustained growth in its core markets due to its strong credentials.

Conclusion

Frost & Sullivan analysis concludes that Glance Networks' (Glance) exceptional, market-leading visual engagement portfolio is certain to inspire new use cases that will greatly enhance trust, increase satisfaction, and remove friction from analog and digital customer journeys. The company's portfolio breadth, research and development focus, strong references from organizations with complex requirements, and extraordinary scalability and compatibility all make Glance the obvious recommendation by Frost & Sullivan for organizations looking to implement a stand-alone visual engagement platform with high security, privacy, and data protection standards.

With its strong overall performance, Glance Networks earns the 2021 Frost & Sullivan Global Product Leadership Award.

What You Need to Know about the Product Leadership Recognition

Frost & Sullivan's Product Leadership Award recognizes the company that offers a product or solution with attributes that deliver the best quality, reliability, and performance in the industry.

Best Practices Award Analysis

For the Product Leadership Award, Frost & Sullivan analysts independently evaluated the criteria listed below.

Product Portfolio Attributes

Match to Needs: Customer needs directly influence and inspire the product portfolio's design and positioning

Reliability and Quality: Products consistently meet or exceed customer expectations for performance and length of service

Product/Service Value: Products or services offer the best value for the price compared to similar market offerings

Positioning: Products serve a unique, unmet need that competitors cannot easily replicate

Design: Products feature innovative designs, enhancing both visual appeal and ease of use

Business Effect

Financial Performance: Strong overall financial performance is achieved in terms of revenues, revenue growth, operating margin, and other key financial metrics

Customer Acquisition: Customer-facing processes support efficient and consistent new customer acquisition while enhancing customer retention

Operational Efficiency: Company staff performs assigned tasks productively, quickly, and to a high-quality standard

Growth Potential: Growth is fostered by a strong customer focus that strengthens the brand and reinforces customer loyalty

Human Capital: Commitment to quality and to customers characterize the company culture, which in turn enhances employee morale and retention

About Frost & Sullivan

Frost & Sullivan is the Growth Pipeline Company™. We power our clients to a future shaped by growth. Our Growth Pipeline as a Service™ provides the CEO and the CEO's growth team with a continuous and rigorous platform of growth opportunities, ensuring long-term success. To achieve positive outcomes, our team harnesses over 60 years of experience, coaching organizations of all types and sizes across 6 continents with our proven best practices. To power your Growth Pipeline future, visit Frost & Sullivan at http://www.frost.com.

The Growth Pipeline Engine™

Frost & Sullivan's proprietary model to systematically create on-going growth opportunities and strategies for our clients is fuelled by the Innovation Generator™.

Key Effects:

- **Growth Pipeline:** *Continuous flow of Growth opportunities*
- **Growth Strategies:** *Proven Best Practices*
- **Innovation Culture:** *Optimized Customer Experience*
- **ROI & Margin:** *Implementation Excellence*
- **Transformational Growth:** *Industry Leadership*

The Innovation Generator™

Our six analytical perspectives are crucial in capturing the broadest range of innovative growth opportunities, most of which occur at the points of these perspectives.

Analytical Perspectives:

- **Mega Trend (MT)**
- **Business Model (BM)**
- **Technology (TE)**
- **Industries (IN)**
- **Customer (CU)**
- **Geographies (GE)**