



Deliver Instant, In-App Visual Support That Keeps Users Engaged

Even the best apps can frustrate users, leading to churn, abandoned transactions, and lost revenue. Grypp's In-App Support feature turns your mobile app into a real-time visual support channel. Users can instantly connect with support agents without leaving the app, ensuring guidance is seamless, secure, and efficient.

What It Does

- Provides secure mobile app screencasting/screensharing, allowing agents to see exactly what the customer sees
- Agents guide users using AR annotations and laser pointers – but never take control or interact directly within the user's app
- Enables instant, user-initiated support sessions directly inside iOS & Android apps
- Guides users through complex workflows step-by-step, from payments and bookings to healthcare forms
- Keeps users in-app, reducing abandonment and friction
- Ensures sensitive data (e.g., card numbers, health info) is automatically blocked
- Provides real-time app issues missed by traditional support

Key Benefits

Instant Visual Support, When Needed

Users can start a live support session directly from the app – no login interruptions or switching channels.

Reduce Friction, Errors & App Abandonment

Guide users through multi-step workflows and prevent mistakes that can lead to frustration or churn.

Assist Users at Critical Moments

Provide step-by-step visual guidance for updating payments, completing forms, troubleshooting errors & navigating complex workflows.

Faster Adoption & Higher Retention

In-app guidance improves user confidence, increases retention, and encourages long-term app engagement.

Easy to Deploy & Scale

Embedded via Grypp's SDK in iOS & Android apps, fully customizable for your brand and workflows. No complex installs or training required.

Secure, Compliant & Reliable

Sensitive data is masked, agents only guide visually – never controlling the app/device & keeping the user's device private. Grypp stores no personal data, ensuring PCI & privacy compliance.

Gain Insights from "Invisible" Issues

Understand where users struggle before they drop off, including workflow errors, misunderstood features, payment/booking issues & peak usage patterns.

Increase FCR & Reduce AHT

Resolve issues faster on the first attempt with clear visual guidance - cutting repeat contacts & shortening handle times across digital journeys.

How It Works

1. User taps the in-app help button to generate a one-time code and trigger a live support session
2. The contact center agent starts a secure screensharing session with the user (agents see, but never control)
3. Agent provides guidance using:
 - Real-time mobile app screensharing/sceencasting
 - AR annotations & laser pointers
 - Step-by-step visual instructions
4. User completes tasks efficiently, securely, and confidently

Proven Impact

+50%

Retention – Users stay engaged with guided support



Reduces AHT

Solves issues faster, saves time



Higher CSAT & NPS

Step-by-step guidance improves satisfaction



Reduced Support Escalations

Fewer repeat contacts and lower operational costs



Why Grypp

- Track every session and outcome with real-time analytics
- Works seamlessly across iOS & Android apps
- Secure, contextual, and embedded guidance that keeps users in-app
- SDK + full documentation for IT teams

Scan. Connect. Resolve.

With Grypp In-App Support, users get instant, visual guidance at the moment of need... no leaving the app, no frustration, no abandoned workflows!

Ready to Transform Your Customer Experience?

Book a Demo to see how Grypp can revolutionize in-store engagement.

