

MacDermid Graphics Solutions Expands Technical Support with SightCall

(Atlanta, GA USA) – September 23, 2020 – MacDermid Graphics Solutions (MGS) continues its commitment to providing industry-leading technical support capabilities with the addition of SightCall visual assistance platform.

SightCall integrates with MacDermid's Salesforce platform and is a state-of-the-art, interactive tool for virtual communication between customers and technicians. This program enables live audio and video transmitted from a mobile device to a MacDermid technician during remote maintenance. The technician can see and assess the situation via live video, allowing for rapid and complete evaluation of the issue. MacDermid technicians can now see and share valuable information, improving communication, reducing misunderstandings, and accelerating problem resolution.

With the addition of SightCall, MacDermid global technical teams are ready to provide virtual support and problem solving to customers.

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