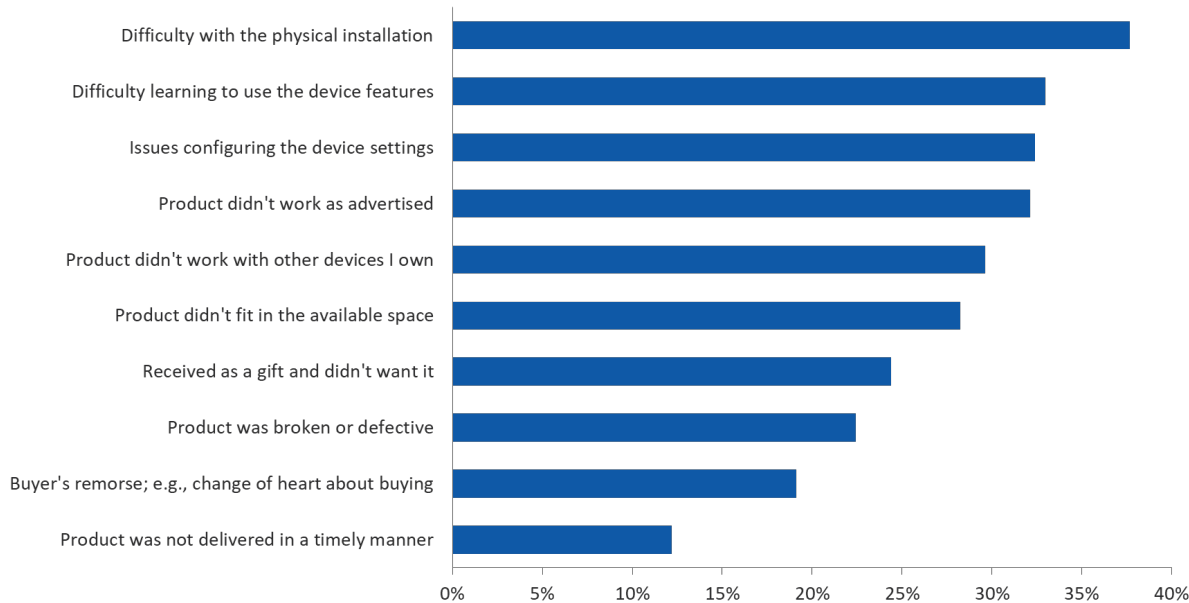


Reasons for Returning Smart Home Devices

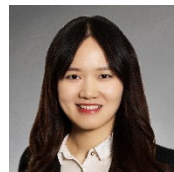


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SYNOPSIS

This study examines the support needs and options for consumers buying, installing and using consumer electronics and smart home devices. It identifies the leading issues consumers experience with connected devices, appliances, and other technology products; the types of issues that demand professional support; and preferred self and professional support strategies. In addition, the research assesses demand for add-on network services.

ANALYST INSIGHT

“Consumer technical support needs are strongly influenced by the number and type of connected devices owned. More consumers working from home has led to an increase in the number of computing devices being used in internet households. At the same time, the smart home industry seeks to attract more mainstream buyers.”

—John Barrett, *Director, Consumer Analytics, Parks Associates*

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Appendix



Support Services for Modern Connected Lifestyles

SERVICE:
SUPPORT
SERVICES

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ATTRIBUTES

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