The Evolution of Tech Support: Trends and Outlook

By Patrice Samuels, Research Analyst 4Q 2013

Synopsis

The Evolution of Tech Support: Trends and Outlook examines changes in the digital landscape of broadband households and the subsequent changing technical support needs of consumers. The report analyzes changing business strategies among providers and explores the major drivers of these changes. It also assesses the market size and forecasts the revenue opportunity of premium technical support services.

Interest in New Smartphone Tech Support Features

Interest in New Smartphone Technical Support Features
(U.S. Smartphone Owners)

- ...replaces smartphone if they are lost or stolen
- ...replaces/repairs smartphone if they are accidentally damaged
- ...can remotely locate, lock-down, or erase your smartphone if it is lost or stolen
- ...protects smartphone from viruses and identity theft
- ...replaces/repairs smartphone if they stop working properly
- ...backs-up the data stored on your smartphone
- ...routinely tunes-up your smartphone
- ...helps you set-up and configure your smartphone

Q3/2013 (n=1,028, ±3.06%)
Q3/2012 (n=1,501, ±2.53%)

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"As new generations of devices emerge in broadband households, the need for some traditional support services declines, but new support opportunities emerge," said Patrice Samuels, Research Analyst, Parks Associates. "To remain relevant and profitable, providers must adjust their business models and strategies to address these changing needs."

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Smartphone: Interest in Features by Number of App Types (Q3/13)
Tablet: Interest in Features by Number of App Types (Q3/13)

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