

**Synopsis**

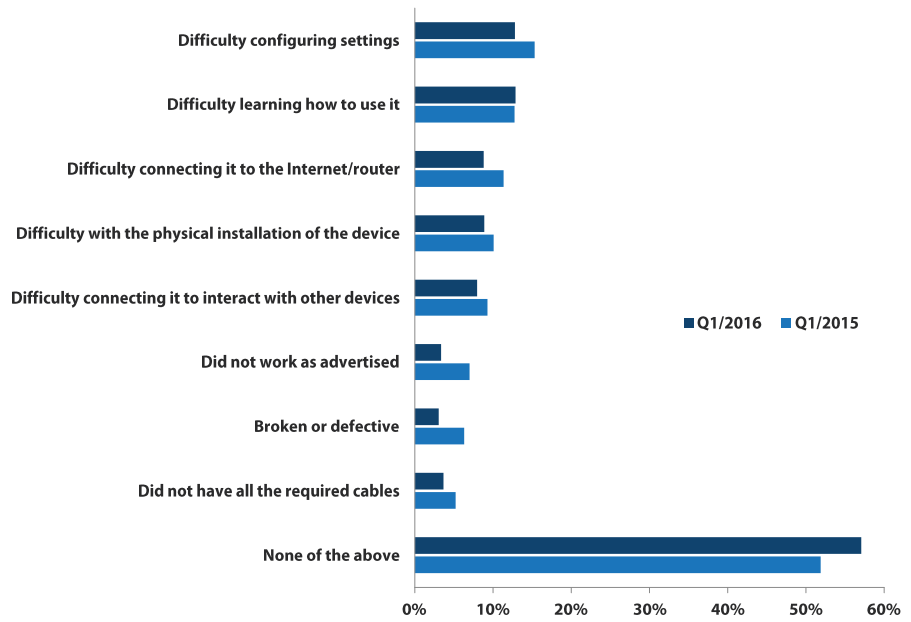
This report examines the actual and perceived complexities and security risks that may serve as barriers to adoption of smart home and other emerging connected devices.

It highlights the impact of these concerns and examines support strategies designed to overcome them. The report forecasts the technical support needs generated by smart home devices.

**Smart Home Device Setup Challenges**

**Problems in Setting Up Smart Home Devices (2015 - 2016)**

Smart Home Device Owners in U.S. Broadband Households



© Parks Associates

**Publish Date:** 2Q 16

“There is a negative correlation between poor product experiences and repeat purchases from a given brand. Brands must implement strategies that ensure customers have great experiences throughout their journey with the brand’s products,” said Patrice Samuels, Research Analyst.

**Contents**

**1.0 Report Summary**

- 1.1 Purpose of Report
- 1.2 Scope of Report
- 1.3 Research Approach/Sources
- 1.4 Key Questions Addressed

**2.0 Adoption of Emerging Connected Devices**

- 2.1 Smart Home Device Adoption
- 2.2 Connected Healthcare Devices Adoption
- 2.3 Purchase Intentions and Market Growth Potential
- 2.4 Implications

**3.0 Support Strategies for IoT Markets**

- 3.1 Pre-purchase
  - 3.1.1 Consumer Challenges Associated with Smart Home Device Purchases
  - 3.1.2 Support Solutions for Purchases
- 3.2 Customer Onboarding

# Tech Support: Influencing IoT Adoption

## Table of Contents

By Patrice Samuels, Research Analyst

- 3.2.1 Challenges Associated with Smart Home Device Set-up
- 3.2.2 Support Solutions for Set-up and Installation
- 3.3 Customer Enablement
  - 3.3.1 Challenges to Product Use
  - 3.3.2 Enablement Solutions
- 3.4 Other Strategies and Solutions to Influence Adoption
- 4.0 Security and Privacy Concerns**
  - 4.1 Security and Privacy Concerns by Device Type
  - 4.2 Addressing Security and Privacy Concerns
- 5.0 Forecast**
  - 5.1 Forecast Methodology
  - 5.2 Forecast
- 6.0 Implications and Recommendations**
- 7.0 Appendix**
  - 7.1 Glossary
  - 7.2 Index

### Figures

- Average Numbers of Connected CE Devices Owned Per BB HH (2010 - 2015)
- Penetration Rates - Smart Home Devices
- Penetration Rates - Connected Healthcare Devices
- Purchase Intentions - Smart Home Devices
- Purchase Intentions – Other Emerging Devices
- Consumer Challenges and Solutions – Product Purchases
- Likelihood of Making a Repeat Purchase after Experiencing a Set-up problem
- Problems in Setting up Devices by Smart Home Device (2015 - 2016)
- Consumer Challenges and Solutions – Device Set-up
- Smart Home Devices: Technical Problems Experienced (Q1/16)
- Leading Smart Home Device Problems (Q1/2015)
- Leading Smart Home Device Problems (Q1/2016)
- Consumer Challenges and Solutions – Device Problems and Interoperability
- Key Support Solutions for IoT Adoption
- Level of Privacy & Security Concern by Device Category
- Leading Privacy and Security Concerns by Device Category
- Interest in Security/Privacy Support Services (Q3/15)
- Forecast Methodology Professional Support Requests
- Professional Support Requests Forecast, 2016-2020 – Smart Home Devices and Systems

**Attributes**

Parks Associates  
15950 N. Dallas Pkwy  
Suite 575  
Dallas TX 75248

800.727.5711 toll free  
972.490.1113 phone  
972.490.1133 fax

parksassociates.com  
sales@  
parksassociates.com

Authored by Patrice Samuels  
Executive Editor: Jennifer Kent  
Published by Parks Associates

© April 2016 Parks Associates  
Dallas, Texas 75248

All rights reserved. No part of this book may be reproduced, in any form or by any means, without permission in writing from the publisher.

Printed in the United States of America.

**Disclaimer**

Parks Associates has made every reasonable effort to ensure that all information in this report is correct. We assume no responsibility for any inadvertent errors.