This report examines the ways in which support strategies are evolving to proactively and efficiently address the issues created by adoption of new and emerging connected devices face. It focuses on measures that ensure consumers experience the promise of their devices and avert the challenges that come with increasing technical complexity. The report also includes a five-year forecast of the support needs generated by emerging connected devices in the U.S.

Publish Date: 1Q 18

“Consumer use of professional technical support services is influenced by several factors including the number of complex connected devices adopted by households, the number of problems consumers encounter with their devices, and consumer attitudes towards self-help and professional support,” said Patrice Samuels, Senior Research Analyst, Parks Associates.
TABLE OF CONTENTS

5.0 Use of Professional Support
   5.1 Premium Support
      5.1.1 Computing and Entertainment Devices
      5.1.2 Smart Home Devices
      5.1.3 Connected Health Devices
   5.2 Support Subscriptions

6.0 Trends and Outlook
   6.1 Service Expansion
      6.1.1 In-Home Consultation Services
      6.1.2 Setup and Installation Services
   6.2 Visibility Solutions for Support Efficiency
      6.2.1 Home Network
      6.2.2 Video
   6.3 Self-help

7.0 Forecast
   7.1 Forecast Methodology
   7.2 Forecast

8.0 Implications and Recommendations

9.0 Appendix
   9.1 Glossary
   9.2 Index
   9.3 Image Sources

Figures

Computing and Entertainment Device Data
Smart Home Device Adoption
Connected Healthcare Device Adoption
Emerging Device Adoption
Connected Medical Devices: Post-Setup Problems (Q2/17)
Connected Health Devices: Setup Problems (Q2/17)
Problem Resolution: Computing and Entertainment Devices
Problem Resolution Smart Home Devices
Problem Resolution: Connected Health Device Problems (2017)
Subscription Technical Support Service Adoption (2012 - 2017)
Technical Support Service Model
Premium Support Services Available from Major Brands
Smart Home Consultation Services
Smart Home Premium Support Services
# Tech Support Landscape: U.S. Trends and Outlook

## TABLE OF CONTENTS

<table>
<thead>
<tr>
<th>Network Visibility and Support Services</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>LogMeIn Rescue Lens Solution</td>
<td></td>
</tr>
<tr>
<td>TechSee Intelligent Visual Assistance</td>
<td></td>
</tr>
<tr>
<td>Advantages and Disadvantages of Self-Help Support</td>
<td></td>
</tr>
<tr>
<td>Self-Help Support</td>
<td></td>
</tr>
<tr>
<td>Forecast Methodology: Professional Support Requests</td>
<td></td>
</tr>
<tr>
<td>Professional Support Requests: Smart Home Devices and Systems</td>
<td></td>
</tr>
</tbody>
</table>

## List of Companies

<table>
<thead>
<tr>
<th>Acer</th>
<th>Geek Squad</th>
</tr>
</thead>
<tbody>
<tr>
<td>Amazon</td>
<td>HelloTech</td>
</tr>
<tr>
<td>AOL</td>
<td>HP</td>
</tr>
<tr>
<td>Asurion</td>
<td>Lenovo</td>
</tr>
<tr>
<td>AT&amp;T</td>
<td>Level Up Your Home</td>
</tr>
<tr>
<td>Avast</td>
<td>LogMeIn</td>
</tr>
<tr>
<td>AVG</td>
<td>Luma</td>
</tr>
<tr>
<td>Best Buy</td>
<td>McAfee</td>
</tr>
<tr>
<td>CenturyLink</td>
<td>Microsoft</td>
</tr>
<tr>
<td>Cincinnati Bell</td>
<td>Norton</td>
</tr>
<tr>
<td>Comodo</td>
<td>Office Depot</td>
</tr>
<tr>
<td>Control4</td>
<td>OnProcess Technology</td>
</tr>
<tr>
<td>Cox</td>
<td>Sam’s Club</td>
</tr>
<tr>
<td>CSS Corp</td>
<td>Staples</td>
</tr>
<tr>
<td>Dell</td>
<td>TechSee</td>
</tr>
<tr>
<td>Eero</td>
<td>Verizon</td>
</tr>
<tr>
<td>Frontier</td>
<td>Woluxi</td>
</tr>
</tbody>
</table>

## Attributes

- Authored by Patrice Samuels
- Executive Editor: Jennifer Kent
- Published by Parks Associates
- © March 2018 Parks Associates
- Addison, Texas 75001
- 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.
- Park Associates has made every reasonable effort to ensure that all information in this report is correct. We assume no responsibility for any inadvertent errors.