SYNOPSIS

This 360 View highlights the adoption of traditional and emerging connected devices. It provides an overview of customer-reported problems with their connected devices and identifies the leading issues faced by consumers when using various connected devices. The research examines consumer appetite for self-help, professional, and premium support services, as well as consumer adoption of extended warranty services and the impact of broad adoption of smart home devices on support services.

ANALYST INSIGHT

“Investing in the right support resources is critical to business growth. While most brands now recognize the need to adequately support their customers, minimizing the cost of doing so is critical to maintaining profitability. Knowledge about the devices consumers have in their homes helps boost support provider ability to anticipate challenges and invest in cost efficient strategies to resolve them.”

— Patrice Samuels, Senior Analyst, Parks Associates
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