

Premium Support for the Home Network

Moving Beyond the PC

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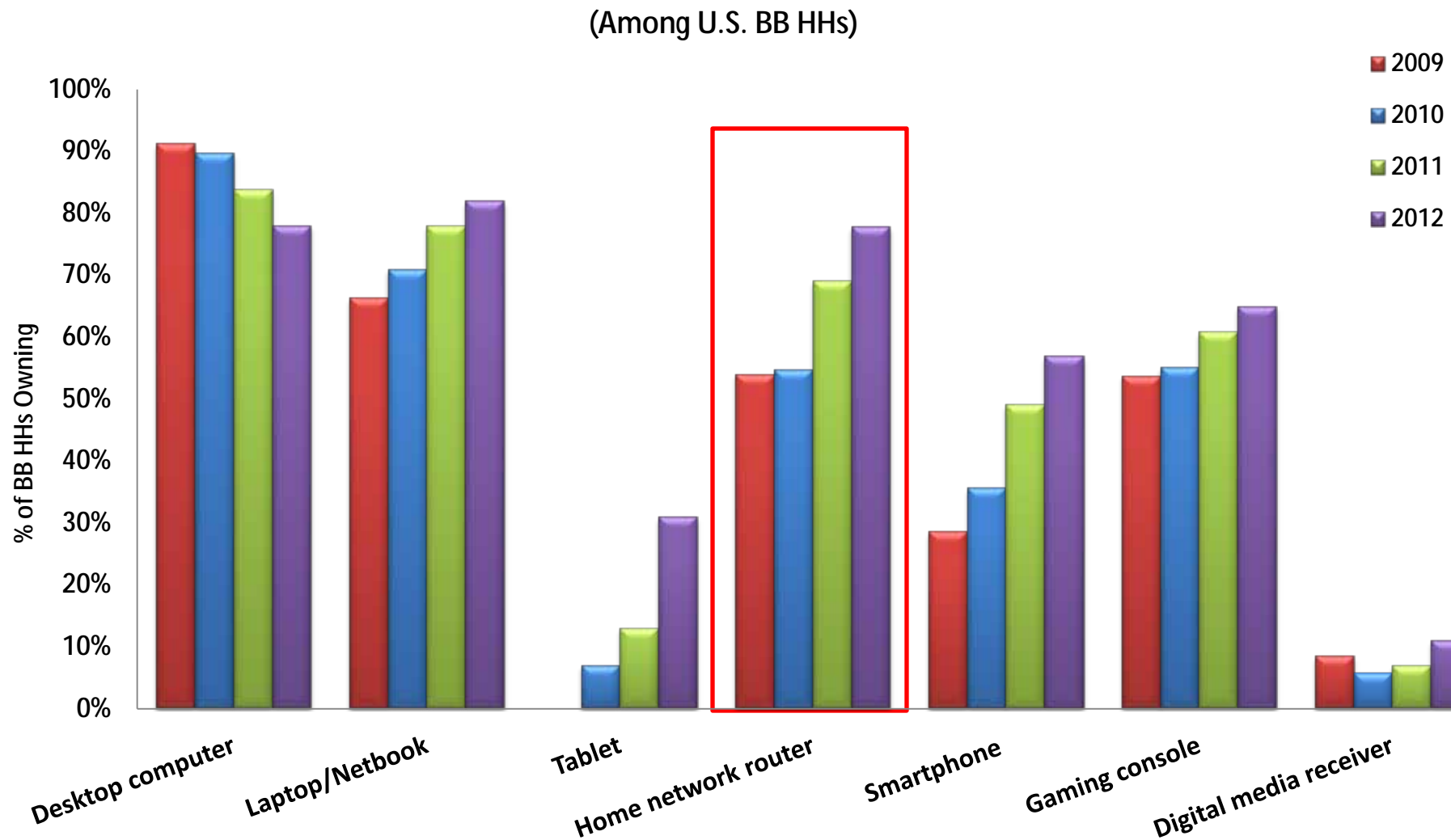
Subject: Parks Webcast - Premium Support for the Home Network, co-hosted with Support.com

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Connected CE Adoption 2009-2012



Connected Home Technical Support Opportunity

- **Consumers Desires**

- » Sync devices to the network
- » Leverage capabilities of devices
- » Share files among devices
- » Access content from all devices
- » Remotely program devices using other devices

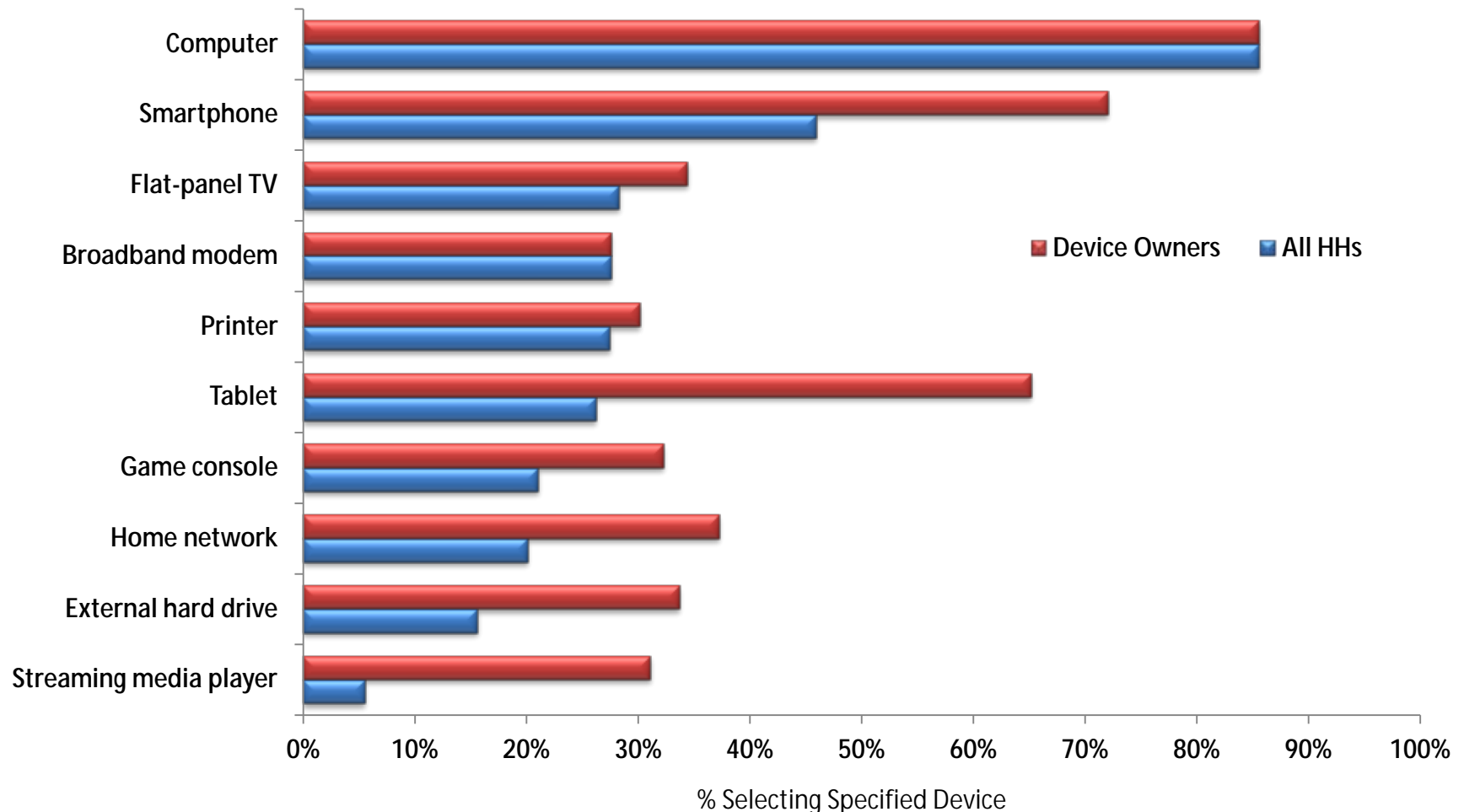
- **Challenges**

- » Difficulty connecting devices to network
- » Devices will not communicate
- » Disappointing broadband speed and performance



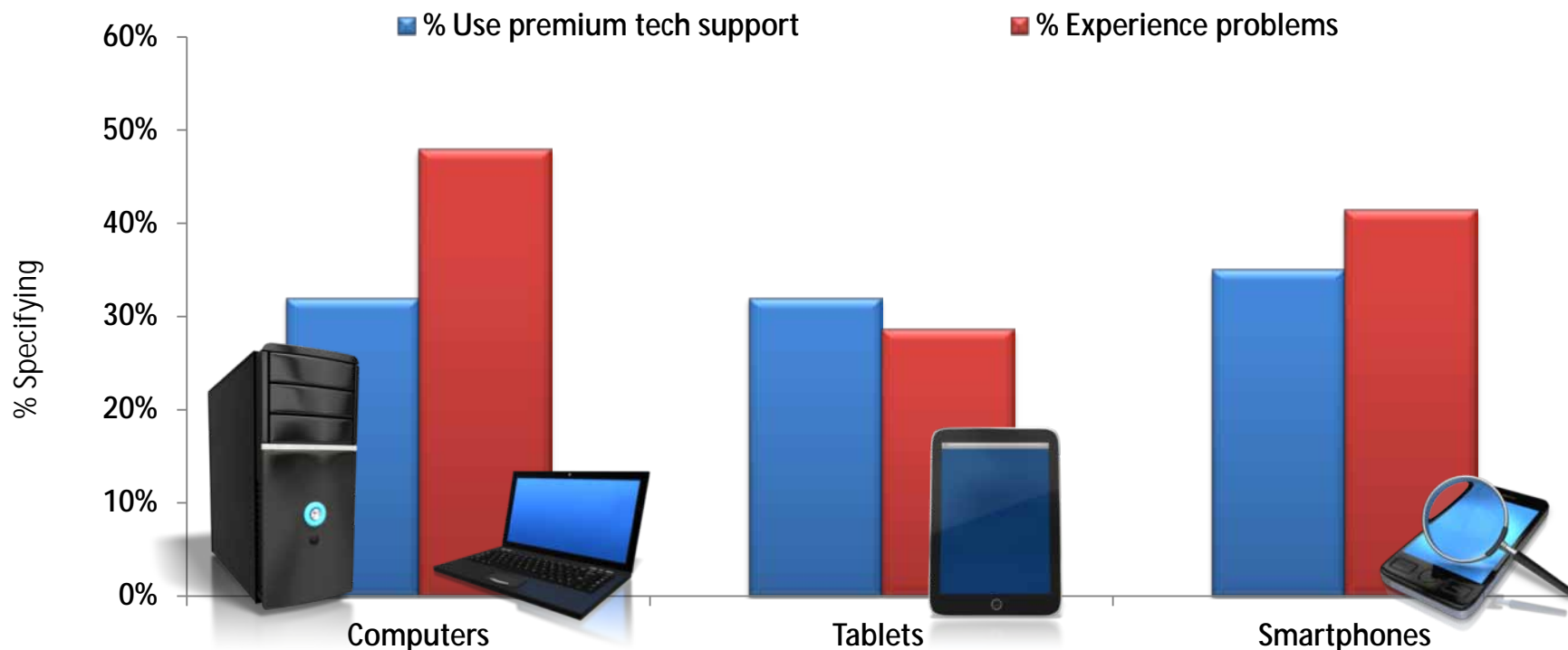
Devices Considered for New Technical Support Service

"If you had a service that did the following, for which devices would you want to use the service?"



Market for Premium Technical Support

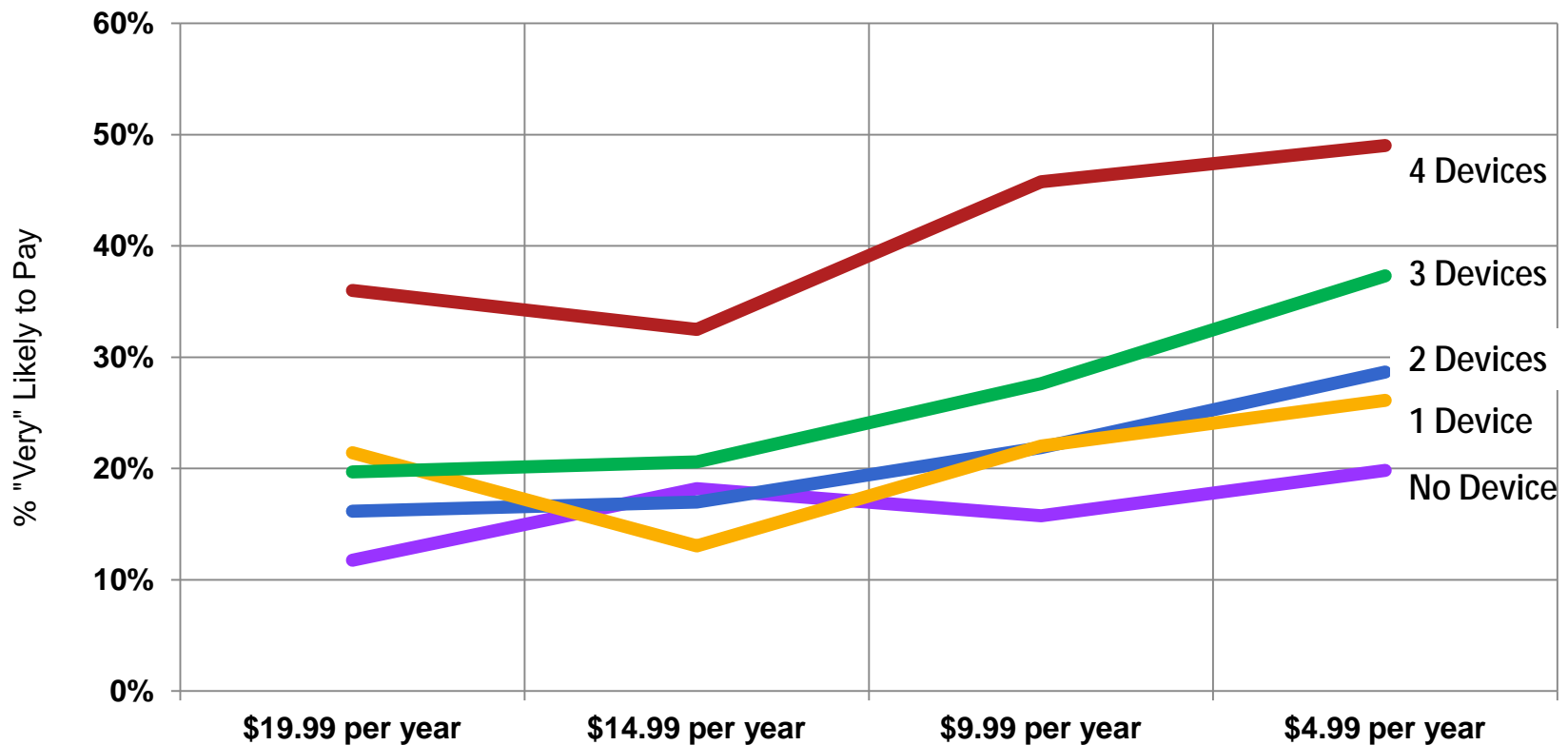
Users of Premium Technical Support Services by Platform (Among Problem Solvers)



Willingness to Pay for Helpline Service

By Adoption of Devices

"How likely would your household be to pay [price] for this service?"



Premium Tech Support

- **Growing Opportunity for Service Providers, Retailers and CE Manufactures**
 - » Monetize out-of-scope services on a premium/paid basis
 - » Improve customer satisfaction and maintain long term relationships
 - » Solution to current market challenges
 - » 72% of consumers prefer a comprehensive service
 - » More than 50% prefer to get support from these providers



Poll Question

Which of the following is / would be your primary driver for offering a customer-paid support program?

1. Incremental revenue generation
2. Increasing customer loyalty
3. Product differentiation
4. Cost avoidance

James Morehead, VP Product Management



- **20+ years of product management and marketing experience for high-tech companies**
- **Leads Support.com's product and corporate marketing strategy**
 - » Support.com is a leading provider of cloud-based technology services and software for communications providers, retailers and technology companies



Premium Support Drives the Customer Experience

“ Products are no longer just products. They are products with a customer support experience.”

CMSWire.com (2/22/2013)

“ Do you dread calling a company to get customer support? Most of us do. We are on hold forever and the problem drags on way too long, leaving brand loyalty damaged. Some companies are solving that problem by partnering with Support.com—building customer loyalty, developing a competitive advantage, and turning a profit at the same time.”

Communications Industry Expert Jeff Kagan (2/21/2013)

“ Research shows that customer experience is highly correlated with loyalty.”

The Temkin Group, “The Four Customer Experience Core Competencies” (2013)

**Companies have an opportunity to reinvent customer experience
with premium support**

Connected Devices Create New Challenges

- **Great CE products can be undone by home network problems**
- **WiFi networks are no longer a nice-to-have in the home**
 - » WiFi offload from 3G / 4G networks
 - » OTT video streaming to media devices
 - » Gaming consoles
 - » Connected TVs
 - » Home automation
 - » Security systems
 - » Online education
 - » Medical monitoring
 - » (and, of course, computers)
- **Premium support for the home network will play a critical role going forward in delivering a differentiated customer experience**



Free vs. Paid Support or Managing the De-Marc Point

- **Communications providers control the network, but not the home**
- **A key challenge is problem triage—in the home or in the network?**
- **Techs need access to diagnostics and automated fixes from both the end user devices and network management systems**
- **Premium support makes possible long-tail, comprehensive support**



Problem in the home...

...or in the network?



Marketing Premium Support for the Home Network

- **Attached sale**

- » Value added service on top of a new broadband activation
- » Upsell with the sale of a new device
- » Sold by sales over the phone, by a retail store associate via POS or added to the cart in an online store

- **Bundled sale**

- » Premium support combined with other points of value for a single price

- **Point of need sale**

- » Common problems: adding a new device, setting up a secure connection, getting devices to work together (esp. with wireless printers), etc.
- » Out-of-scope calls (past the de-marc) transferred to sales

- **Both incident (one-time fix) and subscription models possible**



Poll Question

Which of the following will have the greatest impact on the home network over the next 12 months?

1. Smartphone/Tablets
2. Wireless medical devices
3. Home automation
4. Home security

Communications Provider Case Study

- **Company: National Communications Provider**
- **Challenge: Enhance the customer experience while addressing the long tail of technology support**
 - » Define a clear de-marc between paid and included (free) services
 - » Provider broad support for home networking related issues
 - » Create a high quality premium technology support experience that complemented existing support channels
- **Solution:**
 - » Turnkey premium technology services program launched nationally in under 6 months
 - » Single bill for services, single sign-on for customer account access
 - » Comprehensive solution including seamless integration with on-site services
- **Benefits:**
 - » High Net Promoter Score (NPS)
 - » New revenue stream for technology services
 - » Expanded relationship with the subscriber

Retailer Case Study

- **Company: National Retailer**
- **Challenge: Extend technology services beyond PCs to tablets**
 - » Help consumers get the most out of their new tablet
 - » Enhance the margin profile of tablet sales
- **Solution:**
 - » Fully branded tablet app combined with 30 days of setup support (connect to WiFi, setup email) and online training
 - » Service card design, tablet-optimized, program management support
- **Benefits:**
 - » Differentiated offer from the competition
 - » Enhanced out of the box customer experience
 - » Positive consumer response



Support.com Overview

- **Leader in technology service programs**
 - » Largest independent provider
 - » Trusted partner of industry leaders
- **Broad support offerings**
 - » Consumer and small business
 - » Services and software
 - » Devices: PC/Mac, tablets, smartphones, peripherals, servers, networks, digital cameras, etc.
- **Comprehensive proprietary technology offerings**
 - » Hosted SaaS technology support platform
 - » Mobile and desktop apps
- **Innovative service delivery model**
 - » Work-from-home employees
 - » Industry leading Net Promoter Scores (NPS)
- **Financial strength and stability**
 - » Rapidly growing, profitable and cash flow positive; \$56MM cash, no debt
 - » Seasoned management team
 - » Public company (NASDAQ: SPRT)



Thank You!

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