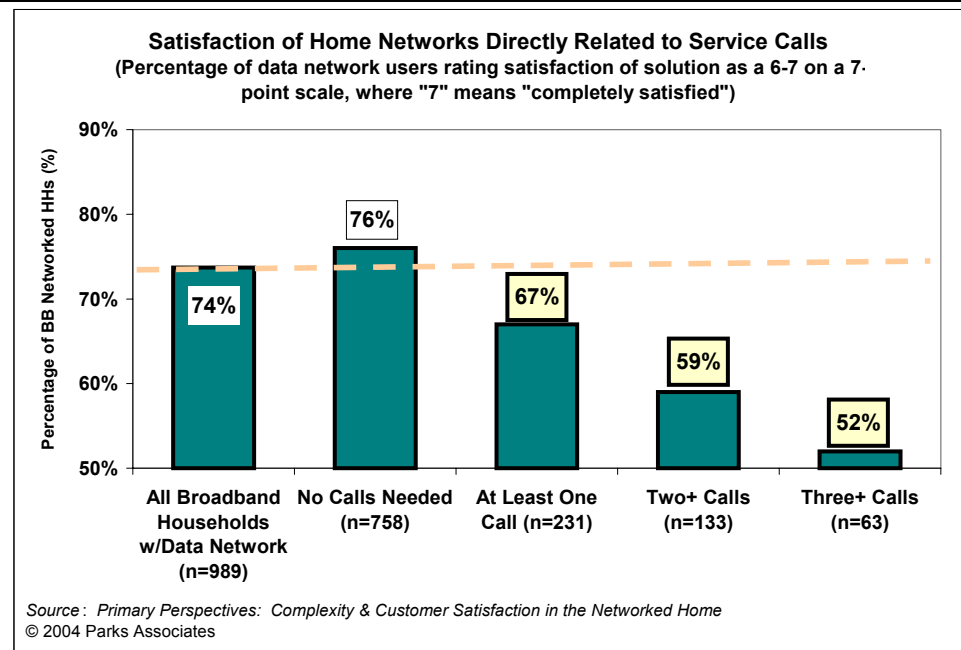


Synopsis

Understanding the significance of home networking complexity as it relates to customer satisfaction and brand loyalty is critical to an industry seeking to expand beyond basic broadband-to-PC connectivity. This study provides perspective and analysis on customer service issues related to the deployment of home networks by identifying "needy" consumers, examining the relationship between complexity and customer satisfaction, and quantifying the impact of satisfaction on brand loyalty

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"The more home networking developers and providers can do to reduce service calls, the more satisfied their customers will be," said Kurt Scherf, vice president and principal analyst. "Brand loyalty is directly related to initial satisfaction with a home networking product, so home networking players must reduce complexity if they hope to maintain a positive relationship with their customers."

Contents

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Data Network Users: Who Needed Help?

Data Point: Broadband Networked Households: Percentage Required to Contact Help Desk at Least Once to Get Data Network Working "Satisfactorily"

Does the Age of a Home Network User Impact Service Calls?

Data Point: Who Called the Help Desk? By Age of Customer

Does Home Networking Type Impact Service Calls?

Data Point: Who Called the Help Desk? By Home Network Used

Complexities with Setting Wireless Security Protocols May Be a Factor in Help Desk Calls

Data Point: Who Called the Help Desk? By Concerns about Wireless Insecurity

The Newest Home Network Users are the Neediest

Data Point: New Home Data Network Users More Likely to Call the Help Desk

How Does the Distribution Channel Impact Help Desk Calls?

Data Point: From Where Was Home Networking Equipment Purchased?

Customer Satisfaction is Dependent upon Ease-of-Use and the Effective Resolution of Technical Support Issues

Data Point: Satisfaction of Home Networks Directly Related to Help Desk Calls

The Number of "Less-than-Fully" Satisfied Customers Grows as Complexity Increases, as Evidenced by Help Desk Calls

Data Point: Who is Less than Fully Satisfied with their Data Network?

Retail or Service Provider: Does Distribution Channel Impact Satisfaction?

Data Point: Satisfaction of Home Networks: By Where Equipment was Obtained

Why Keeping Customers Satisfied Matters: Brand Loyalty

Data Point: Would Consumers in Broadband Networked Households Purchase the Same Brand of Equipment Again?

The Importance of Brand Loyalty Supersedes Today's Sale

Data Point: Broadband Networked Households: Likely to Purchase a Suite of Products, Including Entertainment Platforms, From a Single Brand

Interest in Suites of Solutions is Significant for the Sale of Digital Media Adapters, The Next Stage of Home Connectivity

Data Point: Consumers Seeking Suites of Solutions: More Interest in Emerging Home Networking Applications

What Erodes Brand Loyalty? Complexity

Brand Loyalty Declines as Complexity Increases

What Erodes Brand Loyalty? Lack of Complete Satisfaction

Data Point: Brand Loyalty Declines as Satisfaction Decreases

Summary of Major Findings and Recommendations

Attributes

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