Shifting Support Needs - Opportunities for Remote Solutions

Preferred Method of Receiving Remote Support in Future
US Broadband Households

- Phone call
- Ability for the technician to remotely access your device or service to fix it themselves
- Online chat
- Email
- Real-time video call that allows the technician to see the technology in your home and show you the changes to make
- Text
- Online/in-app videos available any time
- Technician on-site but outside the home in a truck, using phone, text or video call

0%   30%   60%

% Rating Top 3 Preferences

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SYNOPSIS

This study tracks consumer experience with connected devices. It highlights specific pain points with leading product categories throughout the consumer journey with these products from purchase to ongoing use. The research identifies the many paths consumers take to resolve tech support issues, their expectations and preferences for resolving issues, and concept testing of support business models. It also examines changes in the use of technology and consumer support preferences in the era of COVID-19.

ANALYST INSIGHT

"A growing percentage of smart home device owners now experience multiple problems with their devices each year. Many of these issues stem from problems with connectivity. The presence of multiple devices also makes the home network more vulnerable to security threats; consumers are increasingly aware of this growing risk."

— Patrice Samuels, *Senior Analyst,* Parks Associates

Number of Slides: 60

CONSUMER ANALYTICS

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QUANTIFIED CONSUMER

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Executive Editor: Jennifer Kent

Published by Parks Associates

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.