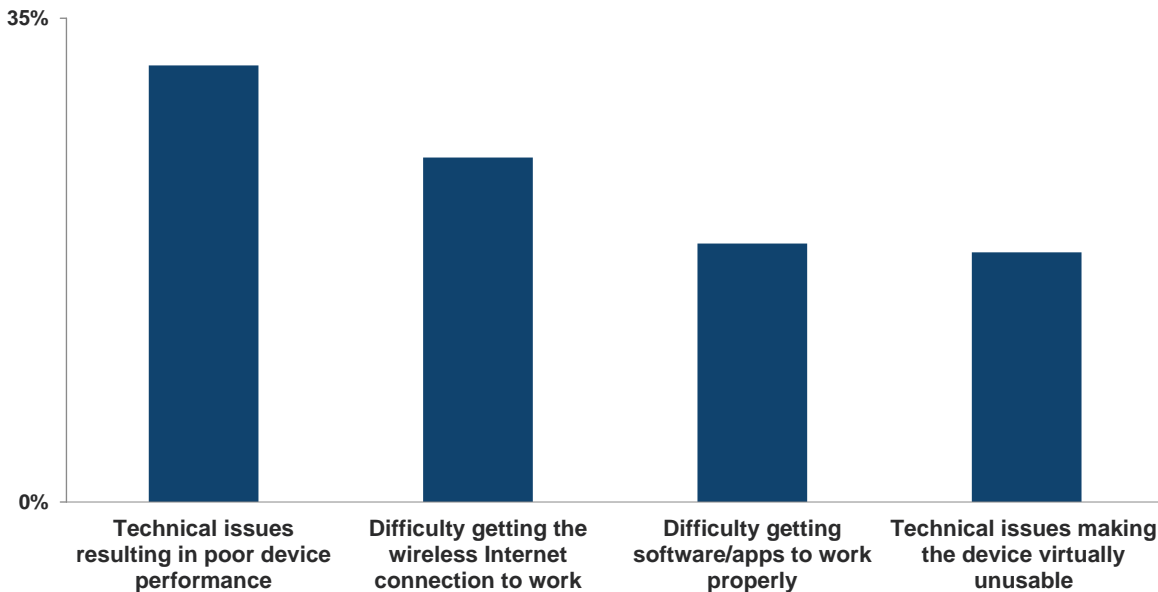


Top Technical Problems Experienced

U.S. Respondents Experiencing At Least One Problem in the Past 12 Months



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SYNOPSIS

This consumer research 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. This **360 View** examines the consumer appetite for self-help, professional, and premium support services, as well as consumer adoption of extended warranty services.

ANALYST INSIGHT

“The demand for support services is affected by several factors that include consumer familiarity with technical devices, the level of maturity of device technologies, and the level of complexity of the various connected devices. Device manufacturers and support providers must pay close attention to consumer challenges with connected devices in order to efficiently and effectively meet consumer needs and to take full advantage of the premium support opportunity.”

— Patrice Samuels, *Senior Analyst*, Parks Associates

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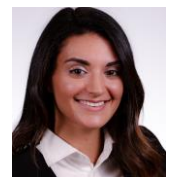


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Number of Slides: 119

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