

A NEW CUSTOMER EXPERIENCE:

IoT and the Connected Consumer

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Recording Audio

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<https://attendee.gotowebinar.com/recording/333474545182848769>

Broadband Household Device Adoption

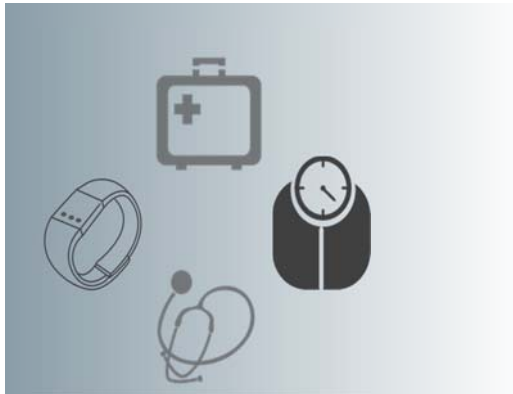
100% - Computing Devices



16% - Smart Home Devices



27% - Connected Healthcare Devices



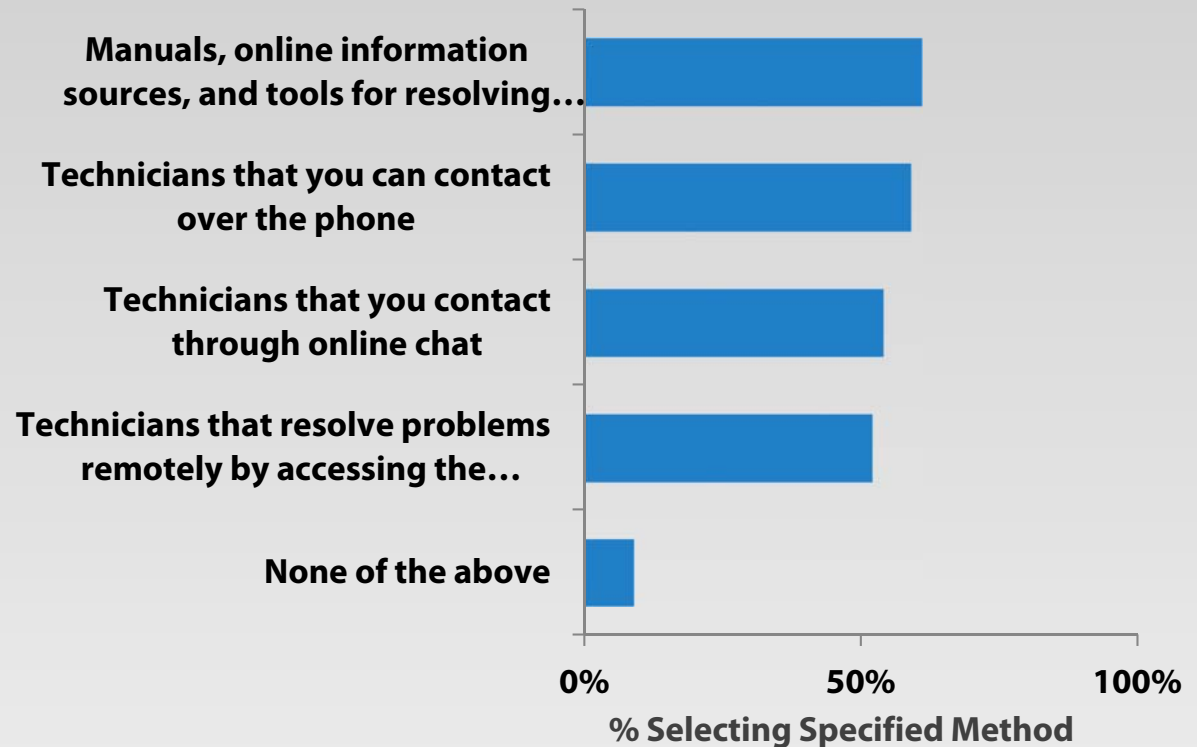
64% - Connected Entertainment Devices



Consumers Expect Support

- Intense competition among brands
- Customer experience critical to brand loyalty
- Support impacts customer experience
- Customers have high support expectations
- Available support influences purchase decisions

Smart Home Devices: Expectations for Free Support Services (Q3/14)



Source: American Broadband Households and Their Technologies Q3 2014 | N=10,000 broadband households, $\pm 0.98\%$
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Steps Taken to Resolve Technical Problems

Self-help Support

31%

Browse the web
and support
forums

16%

Visit the brand's
website

16%

Use self-help
application on
the device

14%

Read a product
manual



Professional Support

22%

Call the device
maker

17%

Chat online with
support agent

15%

Take the device
to a retail help
desk

8%

Contact an
independent
provider

Consumers and Self-help

- **Approximately 50% of the consumer who are aware of self-help tools use them**
- **Consumers are more likely to use effective self-help tools.**
- **Approximately half of consumers using self-help tools find them helpful**
 - Frequently Asked Questions (FAQs)
 - Wizards for troubleshooting
 - Tutorials on use and care of the device
 - Support forums
 - Device scanning software
 - Support forums
 - Virtual agents



Optimizing the Professional Support Process



Support Process

- **Service Initiation**
- **Diagnosis**
- **Resolution**
- **Marketing and Sales**

Benefits

- **Reduce AHT**
- **Reduce Labor Cost**
- **Improve Support Accuracy**
- **Improve Support Consistency**
- **Maintain Customer Relationships**

Poll Question

What are the self-service options that you and your customers use today?

- A) Web self-service with knowledgebase search
- B) Mobile self-service from within app
- C) Social channels
- D) Community & forums

Current State of Smart Home Support



IoT – A View Beyond Devices

The Internet of things is less about things than it is about connections

Real value comes from apps that leverage these connections

At the cost of complexity...

**Everything is
Connected**

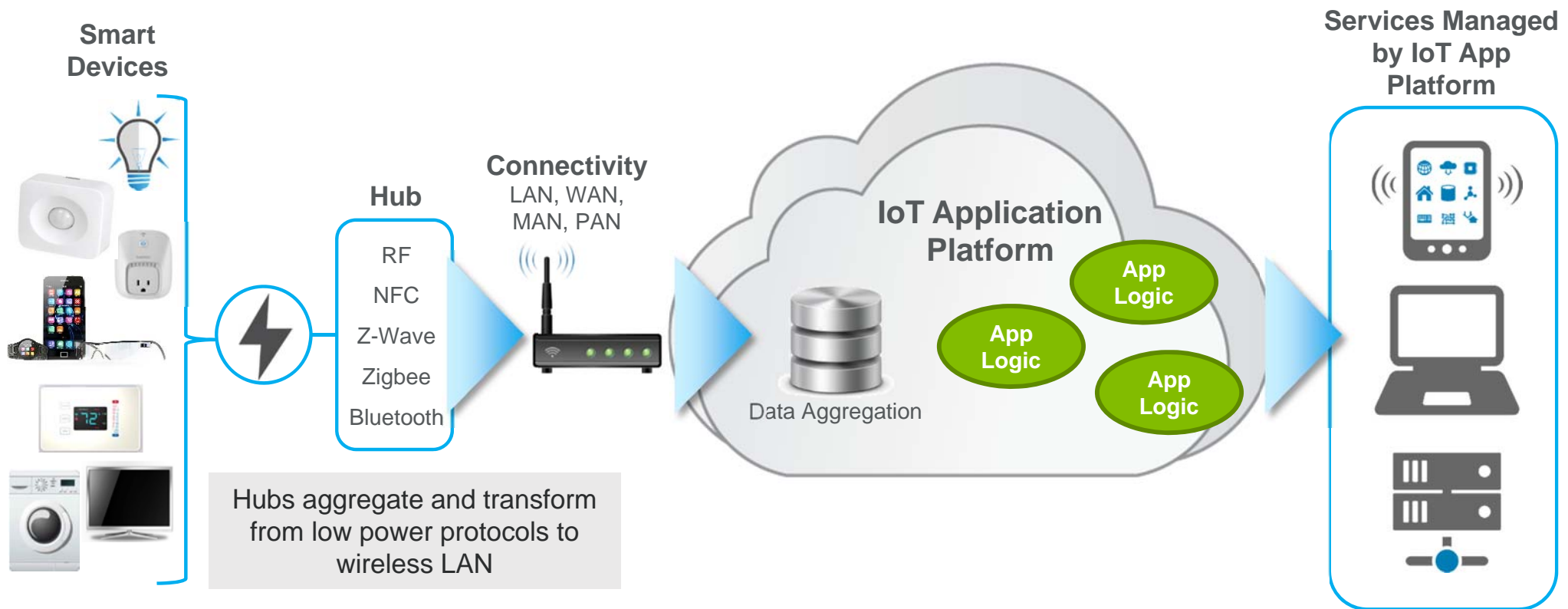


**Explosion in
Devices**



- Interoperability challenges
- Enablement hurdles
- Complex Interactions

Ecosystem Graphic



Support Realities in the IoT Era

Complex Smart Home solutions require technology aided support

Support systems integrated with IoT ecosystem

- Simplified, comprehensive view of solution components
- Data driven problem characterization and resolution

Context sensitive support guidance delivers right knowledge at the right time

Poll Question

What do you think are the biggest challenges to be solved by industry/vendors/customers for IoT/Connected Home?

- A) Interoperability
- B) Data Sharing
- C) Security
- D) Customer Adoption
- E) Support & Problem Resolution

Support.com Overview

Who we are:

- Public since 2000, 1800+ employees
- Provider of cloud-based software and services for complex technology support

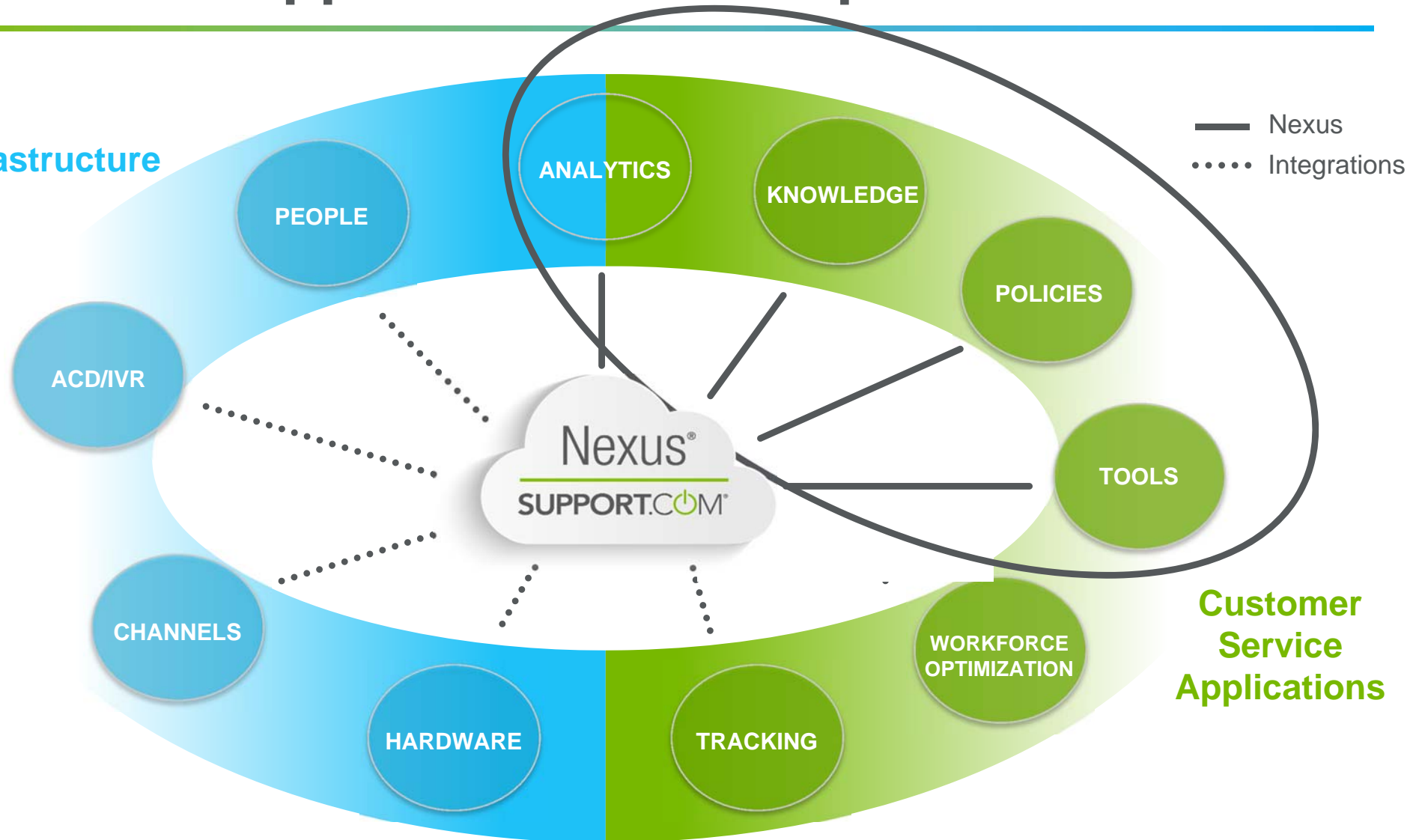
Why we created Nexus®:

- Unique expertise in supporting technology in complex environments
 - 20,000+ tech support interactions every day
- Tier 2 support for home automation (IoT), home networks, mobile, multiple device homes and businesses
- Identified and addressed the black box of Live Agent Interaction
- Simplify the support experience for people using complex technology



Nexus – Support Interaction Optimization

Infrastructure



Nexus: Guidance & Analytics for Support

Nexus is like **GPS** for support



**OPEN &
CONNECTED**

GUIDED PATHS

**ANALYTICS &
INSIGHTS**

Nexus: Functional Areas

OPEN & CONNECTED



Extensibility

- Remotely connect to Windows®, Mac®, Android™, and iOS Devices
- Extend paths to platforms to enable support

Integrations

- Integrated to contact center applications (CRM, Ticketing etc)

GUIDED PATHS



Navigator

- Step-by-step guidance for resolving issues and simplifying process
- Provide agents with what they need to know – when they need to know it



Path Designer

- Codify best practices and policies into Guided Paths™.
- Visual drag-and-drop design
- Leverage automated steps provided out-of-the-box.



Path Library

- Rich text editor / graphics, content
- Pre-built content

ANALYTICS & INSIGHTS



Dashboards

- Real-time feedback on path performance, agent success, product issues, and customer satisfaction.

Insights

- Optimize paths with analytic insights
- Interactive data visualizations.

Impact of Nexus for support in Connected Home and IoT

- Capture actionable data like never before: device, process, customer, agent and more
- Optimize resolution paths
- Increase agent consistency
- Reduce training time and confirmation of learning with fast changing product sets and ecosystems
- Publish real-time updates of changing knowledge to support organization and users

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Poll Question

Which one of these would have the most impact on support in Connected Home and IoT?

- A) Capturing actionable data
- B) Creation and optimization of fastest resolution steps
- C) Increasing agent consistency
- D) Reducing training time
- E) Publishing real-time updates of changing knowledge to all users

Questions



Thank You!

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