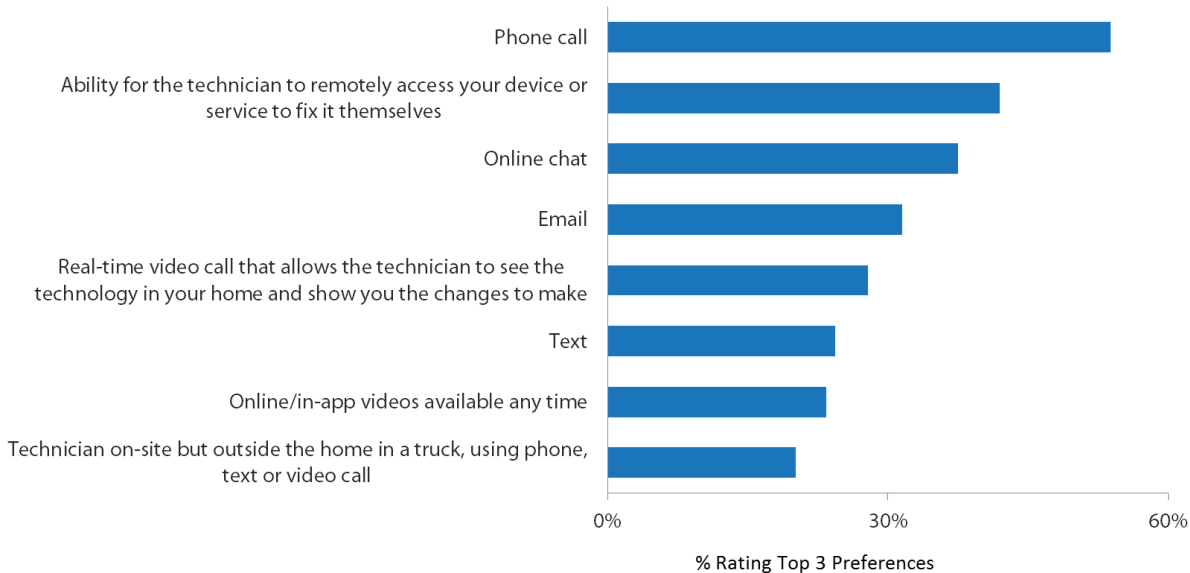


## Preferred Method of Receiving Remote Support in Future

US Broadband Households



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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



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# Shifting Support Needs - Opportunities for Remote Solutions

**SERVICE:  
SMART HOME  
PRODUCTS AND  
SERVICES**

**4Q 2020**

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## **Appendix**

- Defining Heads of Broadband Households



# Shifting Support Needs - Opportunities for Remote Solutions

SERVICE:  
SMART HOME  
PRODUCTS AND  
SERVICES

4Q 2020

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