

Synopsis	Interest in Training-Based Support Services														
<p>This report describes the current solutions for automating technical support services. It examines the leading motivations driving the automation of support and the effectiveness of the tools currently being employed.</p> <p>It also explores possible future methods of automating services.</p>	<p style="text-align: center;"><b>"How interested would you be in having a service that..."</b> (U.S. Broadband Households)</p> <table border="1"> <caption>Interest in Training-Based Support Services (U.S. Broadband Households)</caption> <thead> <tr> <th>Service Description</th> <th>% Specifying "Very Interested" (Rating 6/7 on a 7-pt. Scale)</th> </tr> </thead> <tbody> <tr> <td>...answers any questions you have about using your devices</td> <td>38%</td> </tr> <tr> <td>...offers self-help tools and tutorials with solutions to common problems</td> <td>35%</td> </tr> <tr> <td>...shows you how to use features/software/apps for your devices</td> <td>32%</td> </tr> <tr> <td>...helps you get the most out of your devices by showing you how they can be used</td> <td>31%</td> </tr> <tr> <td>...tells you what cables you will need to set up new devices</td> <td>28%</td> </tr> <tr> <td>...helps you find desired software, apps, accessories, and Internet sites</td> <td>27%</td> </tr> </tbody> </table> <p><small>Source: Automating Consumer Tech Support © 2013 Parks Associates</small></p>	Service Description	% Specifying "Very Interested" (Rating 6/7 on a 7-pt. Scale)	...answers any questions you have about using your devices	38%	...offers self-help tools and tutorials with solutions to common problems	35%	...shows you how to use features/software/apps for your devices	32%	...helps you get the most out of your devices by showing you how they can be used	31%	...tells you what cables you will need to set up new devices	28%	...helps you find desired software, apps, accessories, and Internet sites	27%
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<p><b>Publish Date:</b> 3Q 13</p>	<p>"The expansion of technical support services to include more devices and a greater number of services has fueled the development of service automation tools," said Patrice Samuels, Research Analyst, Parks Associates. "As technical support providers seek to use support to improve customer satisfaction, they will need to maintain high levels of efficiency in service delivery."</p>
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