Evolution of Support Services: Global Trends and Outlook

Description:
This report examines trends in device adoption among broadband households in the U.S., Europe, and other regions worldwide. It also examines the primary gaps in product and support experiences faced by consumers and assesses the market demand for premium support services. The report includes a five-year global forecast for premium support services.

Evolution of Support Services: Global Trends and Outlook examines adoption of traditional and emerging connected consumer technology products among broadband households globally. It does this to assess the use of support resources among consumers in different regions and differences in their approaches to solving technical problems. The report also details support service trends and strategies, and forecasts the revenue opportunity across global markets.

Scope of Report:
This report incorporates the following:

- Connected device penetration in global markets
- Primary issues with traditional and emerging connected devices
- Use of self-help, professional support, and premium support in different markets
- Support service strategies and trends

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