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

Contents:

1.0 Report Summary
1.1 Purpose of Report
1.2 Scope of Report
1.3 Research Approach/Sources

2.0 Drivers of Support Needs

3.0 Device Adoption
3.1 Computing and Entertainment Devices
3.2 Smart Home Devices
3.3 Connected Healthcare Devices

4.0 Device Problems
4.1 Connected Computing and Entertainment Device Problems
4.2 Smart Home Device Problems
4.3 Connected Healthcare Device Problems

5.0 Use of Support Resources
5.1 Self-Support versus Professional Support
5.2 Paying for Support
5.3 Support Subscriptions

6.0 Trends and Outlook
6.1 Proactive and Personalized Support
6.2 Reducing Customer Effort Using Technology
6.3 Social Support Initiatives
6.4 Cognizant of Security

7.0 Forecast
7.1 Forecast Methodology
7.1.1 Set-up and Installation Services
7.1.2 One-time Support Services
7.1.3 Subscription Services
7.2 North America
7.3 Western Europe
7.4 Asia-Pacific

8.0 Implications and Recommendations

9.0 Appendix
9.1 Glossary
9.2 Index
9.3 Image Sources

List of Figures:
Global Computing and Entertainment Device Penetration
Global Smart Home Device Penetration
Connected Healthcare Device Adoption
Problems Experienced with Devices (2014 & 2016)
Problems with Connected Computing and Entertainment Devices (2016)
Leading Smart Home Device Problems (2015 - 2016)
Leading Smart Home Device Problems (2015 - 2016)
Leading Smart Home Device Problems (2015 - 2016)
Problems Resolution in the U.S Market 2014
Problems Resolution in the U.S Market 2016
Problems Resolution Western Europe (2015)
Trends in Subscription Technical Support Service Adoption (2012 - 2016)
Premium Support Services from Major Brands in North America
Premium Support Services from Major Brands in Western Europe and Asia-Pacific
Proactive and Personalized Support Solutions
Importance of and Satisfaction with Aspect of Support (Q1/16)
Automation Strategies that Reduce Customer Effort
Importance of and Satisfaction with Aspect of Support (Q1/16)
Consumer Concerns when Using Connected Devices (Q3/15)
Bask Premium Technical Support Service
Forecast Methodology - Set-up/ Installation Services
Forecast Methodology - One-time Support Services
Forecast Methodology - Subscription Support Services
Total Revenue - Premium Technical Support Services in North America
Total Revenue - Premium Technical Support Services - Western Europe
Total Revenue - Premium Technical Support Services - Asia-Pacific


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