

# **Automating Consumer Tech Support**

By Patrice Samuels, Research Analyst

3Q 2013

#### **Synopsis**

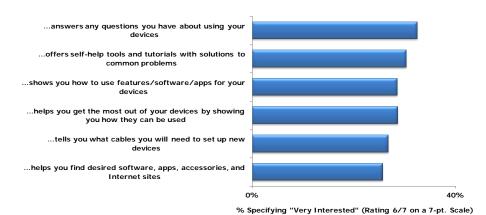
This report describes the current solutions for automating technical support services. It examines the leading motivations driving the automation of support and the effectiveness of the tools currently being employed.

It also explores possible future methods of automating services.

## **Interest in Training-Based Support Services**

"How interested would you be in having a service that..."

(U.S. Broadband Households)



Source: Automating Consumer Tech Support © 2013 Parks Associates

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"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."

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Picture Showing Interface with a Virtual Assistant from Nuance Forecast Methodology One-time Remote Technical Support Revenue

Annual Revenue One-time Remote Technical Support

### **Attributes**

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