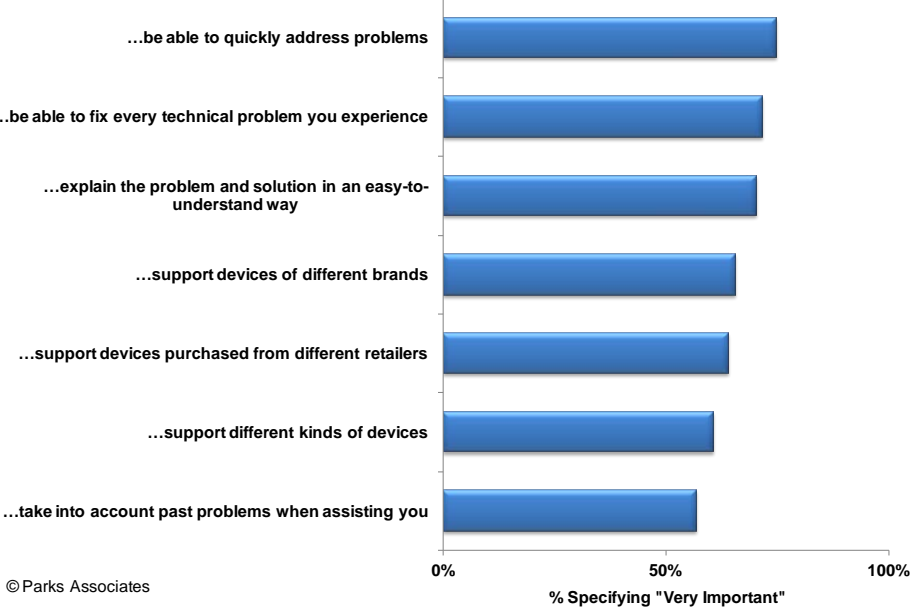


| Synopsis | Importance of Technical Support Service Features | | | | | | | | | | | | | | | | |
|---|--|---------|-------------------------------|--|------|--|------|--|------|--|------|---|------|---------------------------------------|------|---|------|
| <p><i>Creating Holistic Consumer Technology Support Services</i> examines consumers' needs, interests, and demand for various support services that span the lifecycle of their technical products. The report also explores the use of various service touch-points, trends in the types of services offered, and business models for support services. It provides a revenue forecast for premium support services and assesses the implications for the future of holistic tech support.</p> | <p>"If you had a service that did the following, how important would it be to..." (Among U.S. broadband households interested in new technical support services)</p>  <table border="1"> <caption>Chart Data: % Specifying "Very Important"</caption> <thead> <tr> <th>Feature</th> <th>% Specifying "Very Important"</th> </tr> </thead> <tbody> <tr> <td>...be able to quickly address problems</td> <td>~75%</td> </tr> <tr> <td>...be able to fix every technical problem you experience</td> <td>~70%</td> </tr> <tr> <td>...explain the problem and solution in an easy-to-understand way</td> <td>~65%</td> </tr> <tr> <td>...support devices of different brands</td> <td>~60%</td> </tr> <tr> <td>...support devices purchased from different retailers</td> <td>~55%</td> </tr> <tr> <td>...support different kinds of devices</td> <td>~50%</td> </tr> <tr> <td>...take into account past problems when assisting you</td> <td>~45%</td> </tr> </tbody> </table> <p>© Parks Associates</p> | Feature | % Specifying "Very Important" | ...be able to quickly address problems | ~75% | ...be able to fix every technical problem you experience | ~70% | ...explain the problem and solution in an easy-to-understand way | ~65% | ...support devices of different brands | ~60% | ...support devices purchased from different retailers | ~55% | ...support different kinds of devices | ~50% | ...take into account past problems when assisting you | ~45% |
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| ...take into account past problems when assisting you | ~45% | | | | | | | | | | | | | | | | |

| | |
|-----------------------------------|---|
| <p>Publish Date: 4Q 12</p> | <p>"The complex and ever-changing technical support needs of consumers requires that technical support services be dynamic and comprehensive," said Patrice Samuels, Research Analyst. "To remain relevant and profitable, companies will need to provide technical support services that cover the entire lifecycle of consumers' technical goods and services."</p> |
|-----------------------------------|---|

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By Patrice Samuels, Research Analyst

4Q 2012

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