

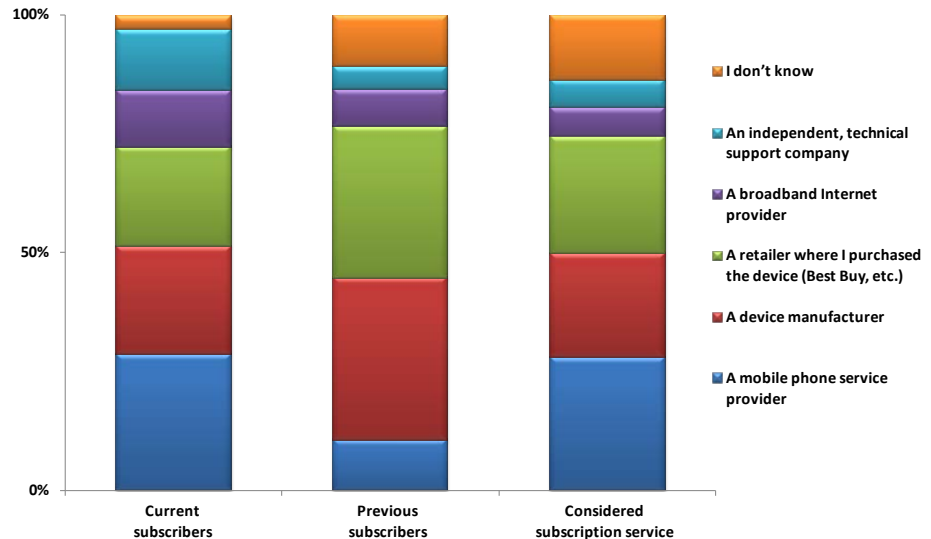
**Synopsis**

*The Evolution of Tech Support: Trends and Outlook* examines changes in the digital landscape of broadband households and the impact of those changes on the technical support needs of consumers. The report analyzes market and business model trends as well as emerging business strategies among providers. It also assesses the market size and forecasts the revenue opportunity of premium technical support services.

**Subscription Service Providers**

**"Who provides your subscription technical support service?"**

(Tech Support Subscription Segments in U.S. Broadband Households)



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"Innovation among technology brands competing in the connected home has resulted in new challenges and new technical support needs among consumers," said Patrice Samuels, Research Analyst, Parks Associates. "New support business models emerge as support providers increasingly rely on technical support to extend consumer relationships and leverage new technology to accommodate changing support needs."

**Contents**

**The Bottom Line**

**Dashboard**

**1.0 Report Summary**

- 1.1 Purpose of Report
- 1.2 Scope of Report

**2.0 Market Demand**

- 2.1 Computing Devices
- 2.2 Entertainment Devices
- 2.3 Smart Home Devices

**3.0 Consumer Approach to Problem Solving**

- 3.1 Self-help
- 3.2 Premium Professional Support
  - 3.2.1 Subscriptions

**4.0 Support Opportunities and Challenges**

- 4.1 Privacy and Enablement Services
- 4.2 Warranty Partnerships
- 4.3 Smart Home Support

4.4 Service Renewal

**5.0 Support Process Improvement**

**6.0 Process Enhancement**

6.1 Video-based Support

6.2 Social Media

**7.0 Forecast**

7.1 Set-up/ Installation

7.2 One-time Support Services

7.3 Subscription Services

7.4 Total Revenue

**8.0 Implications and Recommendations**

**9.0 Appendix**

9.1 Examples of Retailer Premium Technical Support Services

9.2 Examples of CE Manufacturer Premium Technical Support Services

9.3 Examples of Broadband Service Provider Premium Technical Support Services

9.4 Examples of Software Vendor Provider Premium Technical Support Services

9.5 Research Approach/Sources

9.6 Glossary

9.7 Company Index

**Figures**

Consumer Electronics Ownership (2009 – 2014)

Computing Device - Penetration and Problems

Home Entertainment Product Adoption (2009 - 2014)

Entertainment devices - Penetration and Connection Rates

Number of Technical Problems by Device (Q3/14)

Ownership of Any Smart Home Device (2014)

Smart Home Devices: Technical Problems Experienced (Q3/14)

Diagram tracking problem resolution among broadband households

Problem Resolution for Smart Home Devices (2014)

Familiarity with Self-Help Tools by Type of Provider (Q3/14)

Helpfulness of Self-Help Tools (Q3/14)

Helpfulness of Self-Help Tools, cont. (Q3/14)

Interest in Premium Support Services

Service Offerings by Consumer Technology Brands

Type of Company Providing Subscription Technical Support Plan by Device (Q3/14)

Use of Extended Warranty/Support Plans for Devices (Q3/14)

Comprehensive Support and Warranty Bundles

Length of Time Subscribing to Technical Support Plan (Q3/14)

Number of Times Using Subscription Technical Support Plan in Past 12 Months (Q3/14)

Video Chat Solution Vendors

Forecast Methodology Set-up/ Installation Services

Total Revenue: Set-up and Installation Services

Forecast Methodology One-time Support Services

Total Revenue: One-time Support

Forecast Methodology Subscription Support Services

Total Revenue: Subscriptions Support Services

Total Revenue - Consumer Technical Support Services

**List of Companies**

Affinegy	iYogi
Amazon	Lenovo
Apple	LogicNets
Assurant	McAfee
Asurion	Microsoft
AT&T	NanoHeal
AVG	Norton/Symantec
Best Buy	Office Depot
CafeX Communications	Pie Digital
Canon	Quattro Global Services
Cox Communications	Radialpoint
CSS Corp	Salesforce.com
Dell	Samsung
Dropbox	Staples
eGain	Sutherland Global Services
Facebook	Vee24
Google	Verizon
HP	

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