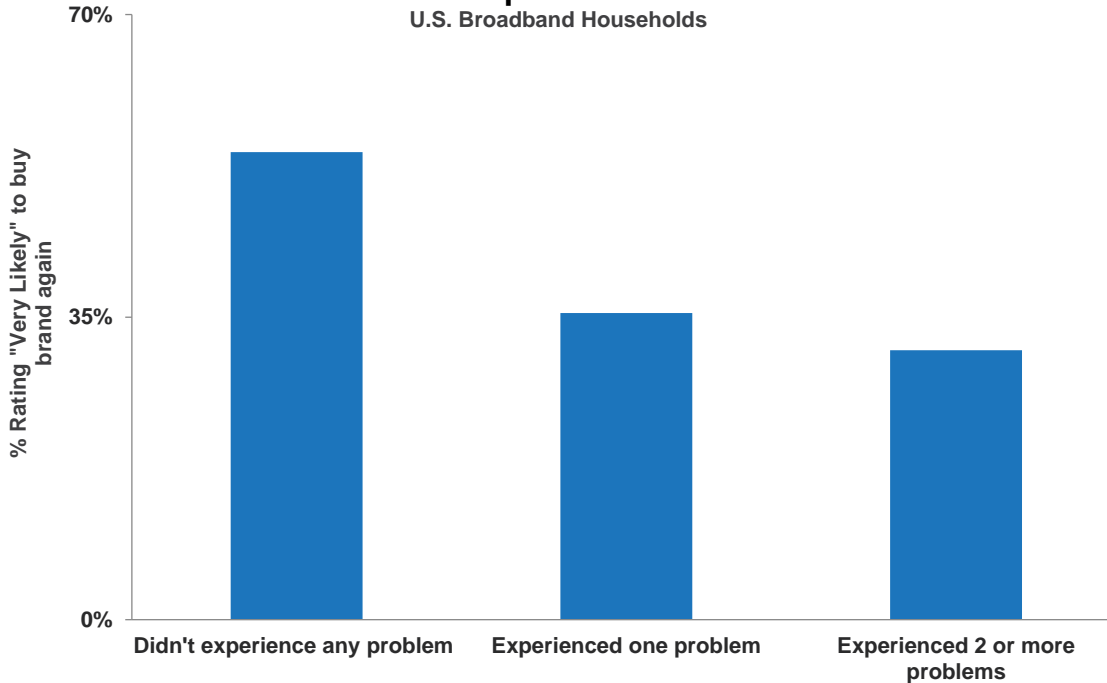


Consumers Likely to Purchase Smart Home Brand Based on Past Setup Problems

U.S. Broadband Households



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SYNOPSIS

This 360 View examines the problems consumers currently experience with smart home and other connected devices. It identifies the steps consumers take to resolve problems with their technical products and services and the impact of these problems on brand affinity. The study also examines trends in adoption of premium support services, including support subscription and extended warranties, while providing insight on consumer expectations for support services.

ANALYST INSIGHT

“The likelihood of making repeat purchases from a brand declines by approximately 20 percentage points if a consumer encounters a problems while setting up their device. Brands must create superior setup and installation experiences for customers, as this creates brand affinity and promotes industry growth.”

— Patrice Samuels, *Research Analyst*, Parks Associates

Consumer Analytics Team



Yilan Jiang, Manager of Consumer Research



David Mitchel, Research Analyst



Katherine Li, Researcher



Christopher Jones, Researcher

Industry Analyst



Patrice Samuels, Research Analyst

CONTENTS

About the Research

Previous Research

Key Findings

Industry Insight

Recommendations

Adoption of Smart Home Devices

- Smart Home Device Ownership (2014 - 2015)
- Smart Home Device Adoption (2014 - 2015)

Smart Home Device Problems

- Smart Home Devices: Technical Problems Experienced (2014 - 2016)
- Smart Home Devices: Number of Technical Problems Experienced (Q1/16)
- Leading Smart Home Device Problems (2015 - 2016)
- Leading Smart Home Device Problems, Cont. (2015 - 2016)
- Company Contacted for Smart Home Device Support (Q1/16)
- Resolution of Smart Home Device Technical Problems (2015 - 2016)
- Type & Cost of Professional Assistance Received (2015 - 2016)
- Type of Company Providing Smart Home Device Support (2015 - 2016)
- Type & Cost of Professional Assistance Received by Sources (Q1/16)

Smart Home Device Set-up

- Overall Smart Home Device Installation Methods (2015 - 2016)
- Inconvenience of Device Setup (2015 - 2016)

- Inconvenience of Device Setup by Smart Home Devices (Q1/16)
- Problems in Setting Up Smart Home Devices (2015 - 2016)
- Problems in Setting Up Devices - Difficulty Configuring Settings (Q1/16)
- Problems in Setting Up Devices - Difficulty Learning How to Use the Devices (Q1/16)
- Difficulty Connecting Device to Internet by Smart Home Device (Q1/16)
- Difficulty Getting Devices to Communicate with Other Devices (Q1/16)
- Problems in Setting Up Devices by Smart Home Device (2015 - 2016)
- Problems in Setting Up Devices by Smart Home Device - Cont. (2015 - 2016)
- Device Set Up Preference (2015 - 2016)
- Preferred Method of Setting Up Smart Home Devices (Q1/16)
- Likelihood of Purchasing a Smart Home Device of the Same Brand by Number of Setup Problems (Q1/16)
- Likelihood of Purchasing a Smart Home Device of the Same Brand by Setup Problems (Q1/16)
- Appeal of Support Services for Smart Home Devices (Q1/16)
- Likelihood to Pay for Technical Support Service at Specified Prices (Q1/16)

Device Problems: Traditional Computing and Entertainment Devices

- CE Device Adoption Rate (Q4/15)
- Number of Problems Experienced with Devices (Q1/16)
- Problems Experienced with Devices (2014 - 2016)
- Technical Problems Experienced (Q1/16)

- Top Technical Problems with Devices (Q1/16)
- Technical Problems with Devices - Cont. (Q1/16)

Problem Resolution for Computing and Entertainment Devices

- Technical Problem Resolution (2014 - 2016)
- Technical Problem Resolution by Device (Q1/16)
- Self-Help Technical Support Tools Used to Resolve Problems (Q1/16)
- Self-Help Tools Used to Resolve Problems by Age (Q1/16)
- Self-Help Support Tools Used to Resolve Problems by Device (Q1/16)
- Helpfulness of Self-Help Support Tools and Information (Q1/16)
- Consumer Preference for Self-Help (Q1/16)
- Payment for Professional Technical Support (Q1/16)
- Preferred Method to Resolve the Problems by Actual Problem Resolution (Q1/16)
- Method of Contacting Technician/Support Service (Q1/16)
- Actual Method vs. Planned Method of Receiving Support Services (Q1/16)
- Method of Communicating with a Professional Technician (Q1/16)

Traditional Device Set-up

- Broadband Households Using a Newly Acquired Device (Q1/16)
- Method of Setting Up Traditional Electronic Devices (2014 - 2016)
- Method of Setting Up Traditional Electronic Devices by Device (Q1/16)
- Setup Inconvenience with Newly Acquired CE Devices (2014 - 2016)

- Percentage of BB HHs Experiencing CE Device Setup Problems (Q1/16)
- CE Device Setup Problems (Q1/16)
- Top CE Device Setup Problems (Q1/16)
- CE Device Setup Problems - Cont. (Q1/16)
- Actions Taken after Experiencing Set-up Problems (Q1/16)
- Device Return After Experiencing Setup Problems (Q1/16)
- Use of Self-Help Support Tools for Device Set-up (Q1/16)
- Use of Specified Self-Help Support Tools by Device (Q1/16)
- Helpfulness of Self-Help Support Tools for Device Set-up (Q1/16)
- Net Promoter Score of CE Devices (Q1/16)
- Net Promoter Score of CE Devices by Number of Setup Problems Experienced (Q1/16)
- Net Promoter Score of CE Devices by Setup Problems Experienced (Q1/16)
- Preferred Method of Setting Up CE Devices (Q1/16)
- Preferred Method of Setting Up Specified CE Devices (Q1/16)

Customer Satisfaction with Professional Support

- Important Aspects of Support Experience (Q1/16)
- Satisfaction with Specified Aspects of the Support Experience (Q1/16)
- Satisfaction with and Importance of Aspects of Support Experience (Q1/16)
- Acceptability of Hold Times for Technical Support (Q1/16)
- Acceptability of the Amount of Time Taken to Resolve a Technical Problem (Q1/16)

- High Satisfaction with Support Experience by Problems Experienced (Q1/16)

Adoption of Support Subscriptions, Extended Warranties, and One-time Support Services for Computing and Entertainment Devices

- Trends in Subscription Technical Support Service Adoption (2012 - 2016)
- Support Subscription and Extended Warranty Adoption (Q1/16)
- Adoption of Extended Warranty Plan by Devices (2013 - 2016)
- Adoption of Subscription Technical Support Service by Devices (2013 - 2016)
- Extended Warranty Plan & Subscription Technical Support Service by Age (2014 - 2016)
- Extended Warranty & Subscription Technical Support Service by Age, cont. (2014 – 2016)
- Portable Devices: Extended Warranty & Subscription Technical Support Service by Age (2014 - 2016)
- Time Device was Enrolled in a Subscription Technical Support Plan (Q1/16)
- Reason for Enrolling in a Subscription Technical Support Plan (2014 - 2016)
- Reasons for Not Enrolling in a Subscription Technical Support Plan (Q1/16)

Market Share for Support Service

- Subscription Technical Support Service Providers by Device (Q1/16)
- Type of Company Providing Extended Warranty for Specified Devices (Q1/16)
- Appeal of Premium Support Services:
- Appeal of Electronic Device Support Services (2014 - 2016)
- Appeal of Electronic Device Support Services - Cont. (2014 - 2016)

- Appeal of Services that Provide Advice on the Best Products to Purchase by Age (Q1/16)
- Most Appealing Technical Support Service Payment Option (Q1/16)
- Likelihood of Paying a Monthly Subscription Fee for Technical Support at Specified Prices (Q1/16)
- Likelihood of Paying an Annual Subscription Fee for Technical Support at Specified Prices (Q1/16)

ATTRIBUTES

Parks Associates

15950 N. Dallas Pkwy
Suite 575
Dallas TX 75248

parksassociates.com

sales@parksassociates.com

PHONE 972.490.1113

Toll free 800.727.5711

FAX 972.490.1133

Authored by Barbara Kraus, Yilan Jiang, John Barrett, David Mitchel, and Katherine Li
Executive Editor: Jennifer Kent

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