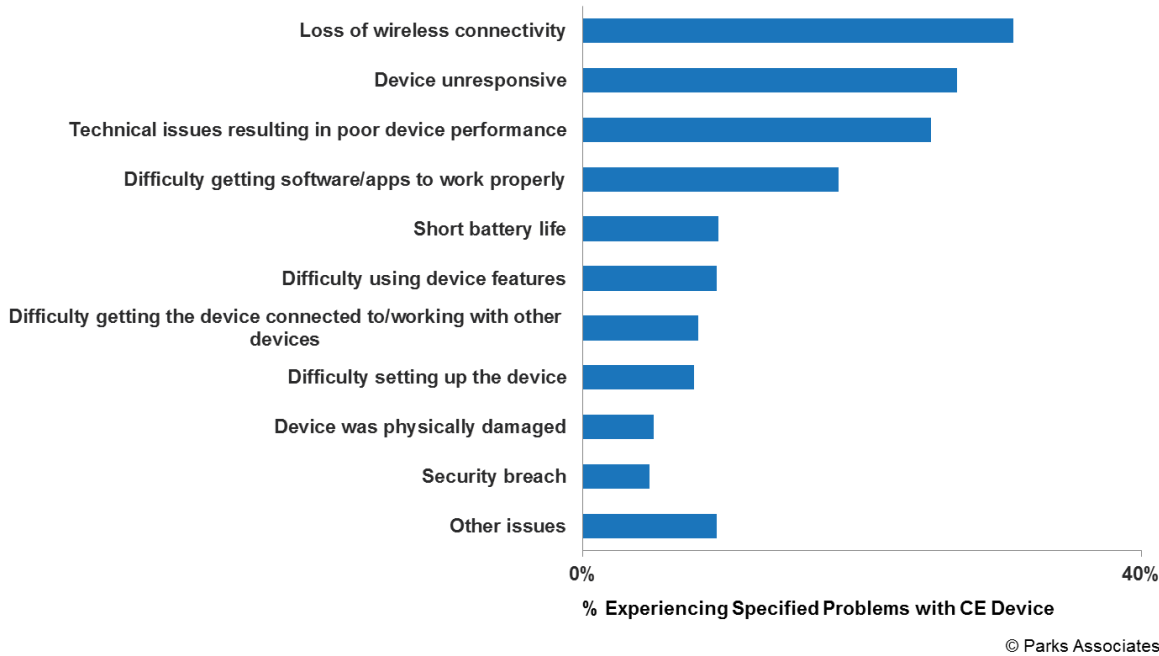


CE Devices: Technical Problems

U.S. Broadband Households that Experienced Technical Problems with CE Device



Consumer Analytics Team



Yilan Jiang, Manager of Consumer Research



Katherine Li, Researcher

Industry Analyst



Patrice Samuels, Senior Analyst

SYNOPSIS

This **360 View** highlights the adoption of traditional and emerging connected devices. It provides an overview of customer-reported problems with their connected devices and identifies the leading issues faced by consumers when using various connected devices. The research examines consumer appetite for self-help, professional, and premium support services, as well as consumer adoption of extended warranty services and the impact of broad adoption of smart home devices on support services.

ANALYST INSIGHT

“Investing in the right support resources is critical to business growth. While most brands now recognize the need to adequately support their customers, minimizing the cost of doing so is critical to maintaining profitability. Knowledge about the devices consumers have in their homes helps boost support provider ability to anticipate challenges and invest in cost efficient strategies to resolve them.”

— Patrice Samuels, *Senior Analyst*, Parks Associates

Number of Slides: 103



CONTENTS

Executive Summary

- Industry Insight
- Key Findings and Market Impact

Smart Home and CE Device Set-up

- Smart Home Device Ownership (2014 - 2017)
- Adoption of Smart Home Devices (2014 - 2018)
- CE Device Adoption Rate (2017 - 2018)
- Overall Smart Home Device Setup Methods (2016 - 2018)
- Smart Home Devices: Setup Method (Q1/18)
- CE Devices: Setup Method (Q1/18)
- Smart Home Devices: Difficulty with Device Setup (2017 - 2018)
- Smart Home Devices: Difficulty with Setup by Device (Q1/18)
- CE Devices: Difficulty with Device Setup (Q1/18)
- CE Devices: Difficulty with Setup by Device (Q1/18)
- Smart Home Devices: Number of Setup Problems Experienced (2017 - 2018)
- Smart Home Devices: Problems Setting Up Device (2016 - 2018)
- Problems in Setting Up Devices by Smart Home Device (2015 - 2018)
- Problems in Setting Up Devices by Smart Home Device, Cont. (2015 - 2018)
- CE Device: Number of Setup Problems Experienced (Q1/18)
- CE Device Setup Problems (Q1/18)
- CE Devices: Problems in Setting Up by Device (Q1/18)

- Smart Home Devices: Actions Taken After Experiencing Setup Problems (Q1/18)
- CE Devices: Actions Taken After Experiencing Setup Problems (Q1/18)
- Smart Home Device Return (Q1/18)
- Smart Home Device Return/Replacement by Level of Difficulty in Setup (Q1/18)
- CE Device Return (Q1/18)
- CE Device Return/Replacement by Difficulty in Setting Up (Q1/18)
- Reasons for Device Return (Q1/18)
- Smart Home Device Setup Preference (Q1/18)
- CE Device Setup Preference (Q1/18)
- Smart Home Device: Self Setup Experience by Difficulty of Device Setup (Q1/18)
- Smart Home Device: Agreement on Self Setup Experience by Devices (Q1/18)
- CE Device: Self Setup Experience by Difficulty with Device Setup (Q1/18)
- CE Device: Agreement on Self Setup Experience by Devices (Q1/18)

Smart Home and CE Device Problems and Problem Solving

- Smart Home Device: Number of Technical Problems Experienced (Q1/18)
- Smart Home Device: Number of Technical Problems Experienced (Q1/18)
- Smart Home Devices: Technical Problems (Q1/18)
- CE Device: Percentage Experiencing a Technical Problem (2016 - 2018)
- Problems Experienced with Consumer Electronics (2014 - 2018)
- CE Device: Number of Technical Problems Experienced (Q1/18)
- CE Devices: Technical Problems (Q1/18)

- Top 5 Technical Problems Experienced by CE Devices (Q1/18)
 - Technical Problems Experienced by CE Devices, Cont. (Q1/18)
 - Smart Home Device: Actions Taken After Experiencing Technical Problems (Q1/18)
 - CE Devices: Actions Taken After Experiencing Technical Problems (Q1/18)
 - Resolution of Smart Home Device Technical Problems (2015 - 2018)
 - CE Device: Technical Problem Resolution (2014 - 2018)
 - Smart Home Device: Type & Cost of Professional Assistance (2015 - 2018)
 - CE Device: Payment for Professional Technical Support (2014 - 2018)
 - One-Time Fee Paid for Technical Support Service (Q1/18)
 - Attitude Toward Professional Support Cost by One-Time Fee Paid (Q1/18)
 - Smart Home Device: Method of Receiving Support from Technician/Support Service (Q1/18)
 - Method of Receiving Support from Technician/Support Service (2016 - 2018)
 - Type of Companies Providing Professional Smart Home Device Support (2015 - 2018)
 - Type of Company Providing Professional CE Device Support (Q1/18)
 - Type of Company Providing Professional Support by Payment Method (Q1/18)
 - Overall Satisfaction with Professional Technical Support Service (Q1/18)
 - Satisfaction with Professional Support Service by Type of Company (Q1/18)
 - Satisfaction with Professional Technical Support Service by Technical Problems (Q1/18)
 - Overall Satisfaction with Aspects of Support Experience (Q1/18)
 - Important Aspects of Support Experience (Q1/18)
 - Acceptability of Hold Times for Technical Support (2016 - 2018)
 - Acceptability of the Amount of Time Taken to Resolve a Technical Problem (2016 - 2018)
 - Preferred Method for Support in the Future (Q1/18)
 - Actions Taken After Receiving Professional Support Service by Satisfaction with Service (Q1/18)
- Subscription, Extended warranty and One-time support**
- CE Device: Subscription Technical Support Service Adoption (2012 - 2018)
 - Support Subscription and Extended Warranty Adoption (2016 - 2018)
 - Misc. Devices: Support Subscription and Extended Warranty Adoption (Q1/18)
 - Adoption of Support Service vs. Extended Warranty by Demographics (Q1/18)
 - Computing and Networking Devices: Time Device was Enrolled in a Subscription Technical Support Plan (2014 - 2018)
 - Home Entertainment Devices: Time Device was Enrolled in a Subscription Technical Support Plan (2014 - 2018)
 - Portable and Misc. Devices: Time Device was Enrolled in a Subscription Technical Support Plan (2014 - 2018)
 - Market Share for Technical Support Subscriptions (Q1/18)
 - Subscription Technical Support Service Providers by Device (Q1/18)
 - Number of Times Using Technical Support Service Over the Past 12 Months (Q1/18)

- Extended Warranty Plan: Time of Purchase (Q1/18)
- Extended Warranty Plan Service Providers Market Share (2016 - 2018)
- CE Devices: Type of Company Providing Extended Warranty (Q1/18)

Service Appeal

- High Appeal of Smart Home Device Support Services (2017 - 2018)
- High Appeal of Consumer Electronic Device Support Services (2017 - 2018)
- Likelihood to Pay for Smart Home Device Support Services (Q1/18)
- Smart Home Devices Desired for Professional Support (Q1/18)

Purchase Intentions

- Smart Home Device Purchase Intention (Q4/17)
- Impact of Services Offered on Smart Home Device Purchase Intention (Q1/18)

Appendix

ATTRIBUTES

Parks Associates

5080 Spectrum Drive
Suite 1000W
Addison, TX 75001

parksassociates.com

sales@parksassociates.com

PHONE 972.490.1113

Toll free 800.727.5711

Authored by Yilan Jiang, Katherine Li, and Patrice Samuels
Executive Editor: Jennifer Kent

Published by Parks Associates

© 2018 Parks Associates | Addison, Texas 75001

All rights reserved. No part of this book may be reproduced, in any form or by any means, without permission in writing from the publisher.

Printed in the United States of America.

DISCLAIMER

Parks Associates has made every reasonable effort to ensure that all information in this report is correct. We assume no responsibility for any inadvertent errors.