

Automating Consumer Technical Support 3Q 2013

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Abstracts

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.

“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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