

# Consumer Engagement with Support Services

<https://marketpublishers.com/r/CD4000F4750EN.html>

Date: September 2015

Pages: 68

Price: US\$ 5,000.00 (Single User License)

ID: CD4000F4750EN

## Abstracts

This 360 View Update examines the use of technical support services among current subscribers. It also studies adoption and renewal rates of premium support services among broadband households as well as factors that create and sustain engagement with these services.

## Contents

### ABOUT THE RESEARCH

### PREVIOUS RESEARCH

The Demand for Device & Network Security (Q3/15)  
IT and Support Services for Small Businesses (Q2/15)  
Supporting the Smart Home (Q2/15)

### 360 VIEW: SUPPORTING THE CONNECTED CONSUMER (Q1/15)

Tech Support: Meeting IoT Demands (Q1/15)  
Tech Support: International Market Opportunities (Q4/14)

### KEY FINDINGS

### INDUSTRY INSIGHT

### RECOMMENDATIONS

### ADOPTION OF SUPPORT SUBSCRIPTIONS:

Trends in Technical Support Service Subscription (2012 - 2015)  
Technical Support Subscription (2013-15)  
Devices Covered by Subscription Technical Support Plan (Q3/15)  
Computer Technical Support Subscription (2013 - 2015)  
Mobile Device Technical Support Subscription (2012 - 2015)  
Company Providing Subscription Technical Support Service (Q3/15)  
Adoption of Technical Support Subscription by Age (2014 - 2015)  
Adoption of Technical Support Subscription by Gender (2013 - 2015)  
Adoption of Technical Support Subscription by Household Income (2014 - 2015)  
Adoption of Technical Support Subscription by Children At Home (2014 - 2015)  
Adoption of Technical Support Subscription by Total # of Device Owned (2014 - 2015)  
Adoption of Technical Support Subscription by Attitude to Technology (Q3/15)  
Adoption of Technical Support Subscription by Past Experience with Device Problems (2014 - 2015)  
Consumer Concerns when Using Connected Devices (Q3/15)  
Technical Support Subscription by Number of Technical Concerns (Q3/15)

Length of Time with a Technical Support Subscription (2014 - 2015)  
Length of Time with Technical Support Subscription by Provider (Q3/15)  
Technical Support Subscription by Specific Problem Experienced (Q3/15)  
Technical Support Subscription by Specific Technical and Security Concerns (Q3/15)  
Specific Concerns of Non-Subscribers to Technical Support Services (Q3/15)

### **USE OF PREMIUM TECHNICAL SUPPORT SUBSCRIPTIONS:**

Number of Times Using Subscription Technical Support Plan in Past 12 Months (2014-15)  
Average Number of Times Using Subscription Technical Support Plan by Age (2014 - 2015)  
Average Number of Times Using Subscription Technical Support Plan by Number of Problems Experienced (2014 - 2015)  
Average Number of Times Using Subscription Technical Support Plan by Gender (2014 - 2015)  
Number of Times Using Subscription Technical Support Plan in Past 12 Months by Children at Home (Q3/15)  
Number of Times Using Subscription Technical Support Plan in Past 12 Months by Attitudes Toward Using Technology (Q3/15)  
Number of Times Using Subscription Technical Support Plan by Provider (Q3/15)

### **RENEWAL OF PREMIUM SUPPORT SERVICES:**

Likelihood of Renewing Current Subscription Technical Support Plan (2014-2015)  
Likelihood of Renewing Current Subscription Technical Support Plan by Number of Times Using Plan in Past 12 Months (Q3/15)  
Likelihood of Renewing Current Subscription Service by Length of Time with Technical Support Subscription (Q3/15)  
Likelihood of Renewing Subscription Technical Support Plan by Service Provider (Q3/15)  
Likelihood of Renewing Current Subscription Technical Support Plan by Reasons for Enrolling in a Plan (Q3/15)  
Average Monthly Cost by Likelihood to Renew Subscription Technical Support Plan (Q3/14)  
Likelihood of Renewing Current Subscription Technical Support Plan by Age (Q3/15)  
Likelihood of Renewing Subscription Technical Support Plan by Gender (Q3/15)

### **FACTORS THAT INCREASE LIKELIHOOD OF SUBSCRIPTION RENEWAL:**

Features Increasing Technical Support Subscription Renewal (Q3/15)

Features Increasing Subscription Service Renewal by Gender (Q3/15)

Intention to Renew Subscription Technical Support Plan if Offered a Service that  
Informs about the New and Most Advanced Features of Similar Devices by Children at  
Home (Q3/15)

Features Increasing Subscription Service Renewal by Length of Timing Subscribing to  
Technical Plan (Q3/15)

## **ADDITIONAL RESEARCH FROM PARKS ASSOCIATES**

## I would like to order

Product name: Consumer Engagement with Support Services

Product link: <https://marketpublishers.com/r/CD4000F4750EN.html>

Price: US\$ 5,000.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

[info@marketpublishers.com](mailto:info@marketpublishers.com)

## Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/CD4000F4750EN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:  
Last name:  
Email:  
Company:  
Address:  
City:  
Zip code:  
Country:  
Tel:  
Fax:  
Your message:

**\*\*All fields are required**

Customer signature \_\_\_\_\_

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970