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Consumer Technical Support Services: Overview 2Q 2011

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Abstracts

This report analyzes how various vendors are creating technical support offerings for U.S. and global consumers. It provides an overview of the key services being offered and discusses the role of support businesses in the context of revenue and new service category creation. It also provides primary consumer data and includes forecasts for different categories of premium technical support services through 2015.

“A growing base of consumers is acknowledging they lack the time or expertise to manage home electronics products and services,” said Kurt Scherf, vice president, principal analyst, Parks Associates. “There is growing demand for professional technical support services to assist consumers in reducing the complexity in their digital lifestyles.”

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