

# Creating Holistic Consumer Technology Support Services 4Q 2012

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## Abstracts

This report examines consumers' needs, interests, and demand for various support services that span the lifecycle of their technical products. The report also explores the use of various service touch-points, trends in the types of services offered, and business models for support services. It provides a revenue forecast for premium support services and assesses the implications for the future of holistic tech support.

"The complex and ever-changing technical support needs of consumers requires that technical support services be dynamic and comprehensive," said Patrice Samuels, Research Analyst. "To remain relevant and profitable, companies will need to provide technical support services that cover the entire lifecycle of consumers' technical goods and services."

## Contents

### **1 REPORT SUMMARY**

- 1.1 Purpose and Scope of Report
- 1.2 Data Sources

### **2 WHY HOLISTIC SUPPORT**

- 2.1 Service Providers
- 2.2 Retailers
- 2.3 Consumer Electronics OEMs

### **3 CONSUMER SUPPORT INTEREST AND NEEDS**

- 3.1 Installation and Configuration Services
- 3.2 Consultation and Training Services
- 3.3 Break Fixes and Troubleshooting
- 3.4 Preventative Services and Upgrades
- 3.5 Warranties

### **4 SERVICE OPTIONS**

- 4.1 Touch Points
- 4.2 Business Models

### **5 FORECAST**

### **6 CONCLUSIONS/RECOMMENDATIONS**

### **7 GLOSSARY**

### **8 INDEX**

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