

# The Evolution of Tech Support: Trends and Outlook 4Q 2013

https://marketpublishers.com/r/E3C52817D2DEN.html

Date: December 2012

Pages: 59

Price: US\$ 3,500.00 (Single User License)

ID: E3C52817D2DEN

# **Abstracts**

The Evolution of Tech Support: Trends and Outlook examines changes in the digital landscape of broadband households and the subsequent changing technical support needs of consumers. The report analyzes changing business strategies among providers and explores the major drivers of these changes. It also assesses the market size and forecasts the revenue opportunity of premium technical support services



## **Contents**

#### **1 REPORT SUMMARY**

- 1.1 Purpose and Scope of the Report
- 1.2 Data Sources

#### **2 CONSUMER TRENDS**

- 2.1 Device Adoption
- 2.2 Device Problems
- 2.3 Use of Premium Technical Support
  - 2.3.1 Subscriptions
  - 2.3.2 Extended Warranty/ Protection Plan
- 2.4 Emerging Device

#### **3 INDUSTRY TRENDS**

- 3.1 Support Automation
- 3.2 Tier-0 Support
- 3.3 Comprehensive Services
  - 3.3.1 Tech Support and Warranty Bundles

#### **4 FORECAST**

- 4.1 Set-up/ Installation
- 4.2 One-time Support Services
- 4.3 Subscription Services
- 4.4 Total Revenue

#### **5 IMPLICATIONS AND CONCLUSIONS**

### **6 GLOSSARY**

## **INDEX**



# **List Of Figures**

#### LIST OF FIGURES

**Device Adoption** 

Smartphone Problem Experienced by Operating System Q3/13

Types of Smartphone Problems Experienced (2012 vs. 2013)

Technical Problems with Smartphones 2012 - 2013

Home Network Problems (Q3/13)

Length of Previous Subscription Technical Support Plans (Q3/13)

Subscription Technical Support Provider (Q3/13)

Professional Support Service Provider Contacted for Problems (Q3/12)

Interest in New Technical Support Features for Tablets and Smartphones (2012 and 2013)

Devices Covered by Extended Warranty (Q3/13)

Smartphone Handset Protection Plan/Extended Warranty Adoption

Adoption of Energy/Home Security Devices (Q1/13)

Frequency of Device Problems

Common Problems with Home Automation Devices

Intention to Purchase Home Monitoring Products (Q4/12)

**Automation Strategies** 

Comparative Attributes Among Tech Support Vendors Using Support Automation

Picture showing Dells' system diagnostic tool

Picture showing virtual agent self-service option from Verizon

Advantages and Disadvantages of Tier-0 Support

Examples of Service Provider Comprehensive Technical Support Services

**Examples of Retailer Premium Technical Support Services** 

Examples of CE Manufacturer Premium Technical Support Services

Comprehensive Mobile Support Services

Interest in Technical Support Service Bundled with Warranty Plan (Q3/13)

Forecast Methodology Device and Home Networking Installation/Configuration

Set-up and Installation: New Device and New Home Networking Set-up

Forecast Methodology One-time Support Services

Total Revenue: One-time Support

Forecast Methodology Subscription Services

Annual Revenue: Premium Technical Support Subscriptions

Annual Revenue - Consumer Technical Support Services

Smartphone: Interest in Features by Number of App Types (Q3/13)

Tablet: Interest in Features by Number of App Types (Q3/13)



#### I would like to order

Product name: The Evolution of Tech Support: Trends and Outlook 4Q 2013

Product link: https://marketpublishers.com/r/E3C52817D2DEN.html

Price: US\$ 3,500.00 (Single User License / Electronic Delivery)

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

Service:

info@marketpublishers.com

# **Payment**

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <a href="https://marketpublishers.com/r/E3C52817D2DEN.html">https://marketpublishers.com/r/E3C52817D2DEN.html</a>

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
	Custumer signature

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

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