

# CONNECTIONS SUMMIT



Engaging Consumers: IoT and the Smart Home

JANUARY 5, 2017

## IoT: Support Services and Managing the Experience

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# Brands Rethinking Support Strategies

- The increasing cost burden of providing support.
- Having to provide more extensive support than in the past.
- Customer support expectations are changing.
- Device connectivity and device data is enabling improved support.



# Major Brands Changing Support Focus

## Importance of and Satisfaction with Aspect of Support (Q1/16)

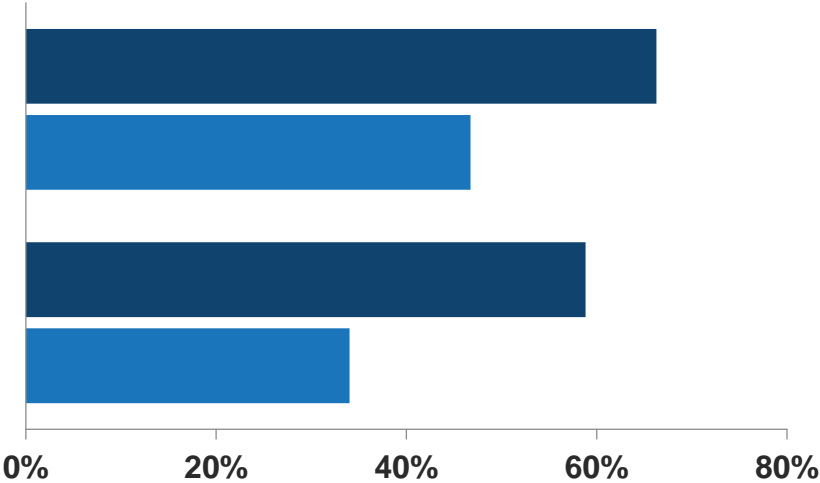
Among U.S. BB HHs Resolving a Technical Problem with Professional Help, n = 952, ±3.18%

- Increasing support efficiency.
- Minimizing the use of support resources.
- Improving overall support and customer experiences.
- Addressing security and privacy concerns.

■ Important factors (Rating 6 - 7) ■ Highly satisfied (Rating 6 - 7)

The speed at which the problem was resolved

The time spent on hold

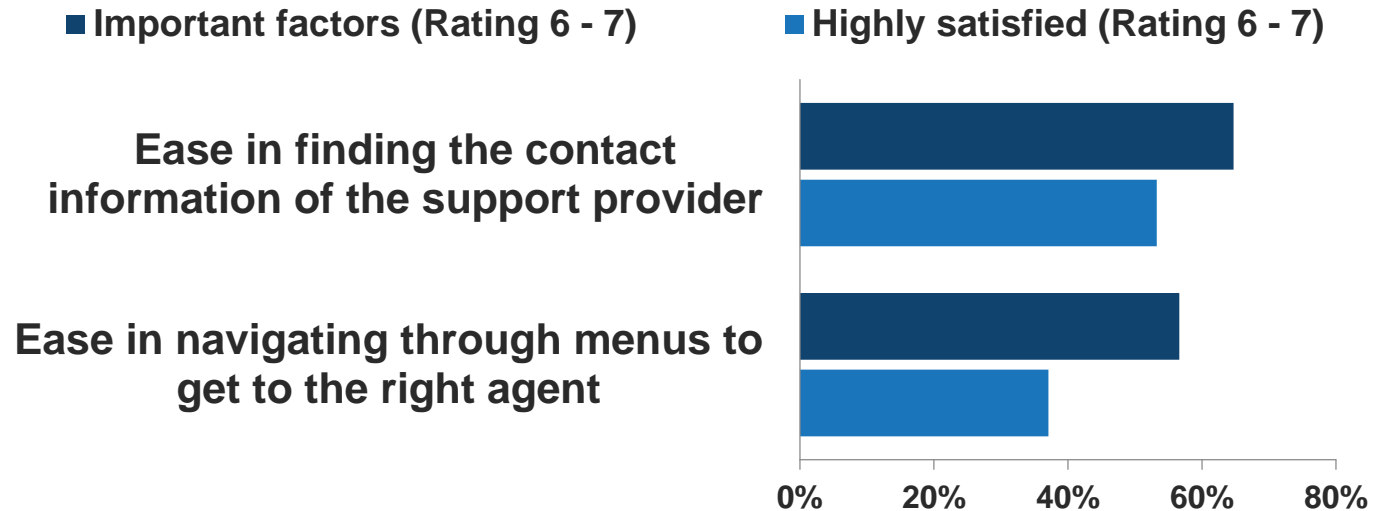


# Reducing Customer Effort in Support

- Access to support from device application.
- One-click access to support.
- Intelligent routing to support agents.
- Automatic escalation from self-help to support agents.

## Importance of and Satisfaction with Aspect of Support (Q1/16)

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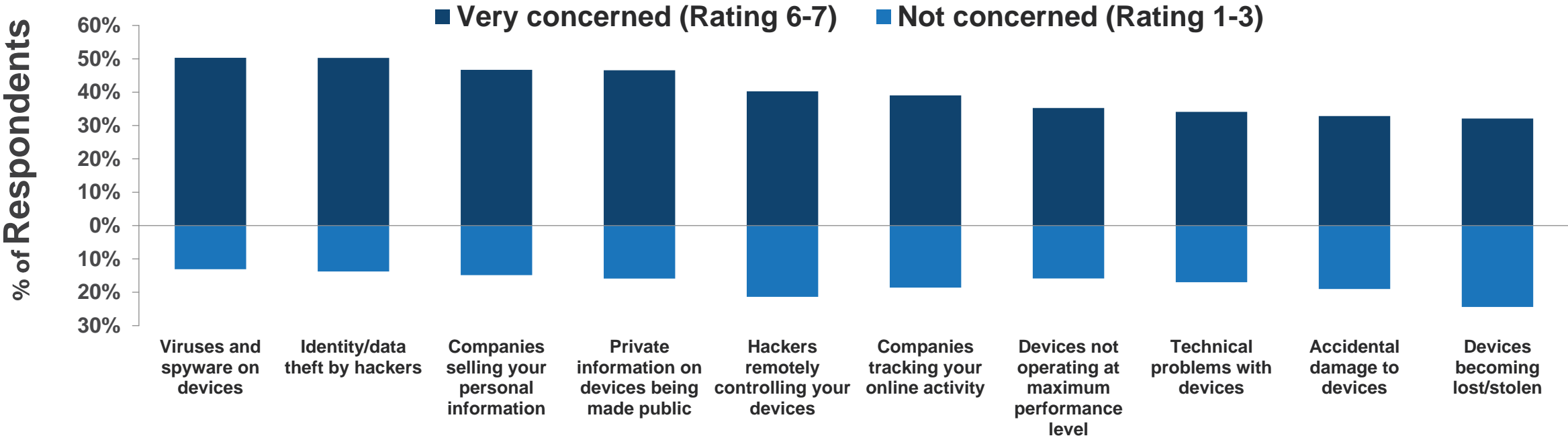


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# Protect Consumers from Security & Privacy Risks

## Consumer Concerns When Using Connected Devices (Q3/15)

Among All BB HHs, n = 5,010, ±1.38%



"T8005. In thinking about the electronic devices you own, how concerned are you about the following?"  
 Source: American Broadband Households and Their Technologies Q3 2015| N=10,000, ±0.98% | © 2015 Parks Associates

# Speakers



## Dave Ward

Head of New Technology, Innovation & Connected Home

**Dixons Carphone**

@DixonsCarphone



## Kristian Järnefelt

EVP Consumer Security

**F-Secure Corporation**



## Erik Kling

Vice President, IoT New Business Development

**Vodafone**

@ErikKlingM2M



## Karen Kosh

Vice President, Broadband and Mobility Business

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## Chris Koverman

VP of Product & Engineering

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## Ratul Sengupta

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Head of New Technology, Innovation &  
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## SPEAKER

# Kristian Järnefelt

EVP Consumer Security

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# SMART SECURITY

A study by Gartner says by 2020

**25 Billion Devices**

Will be connected

**HOW MANY  
WILL BE  
HACKED?**





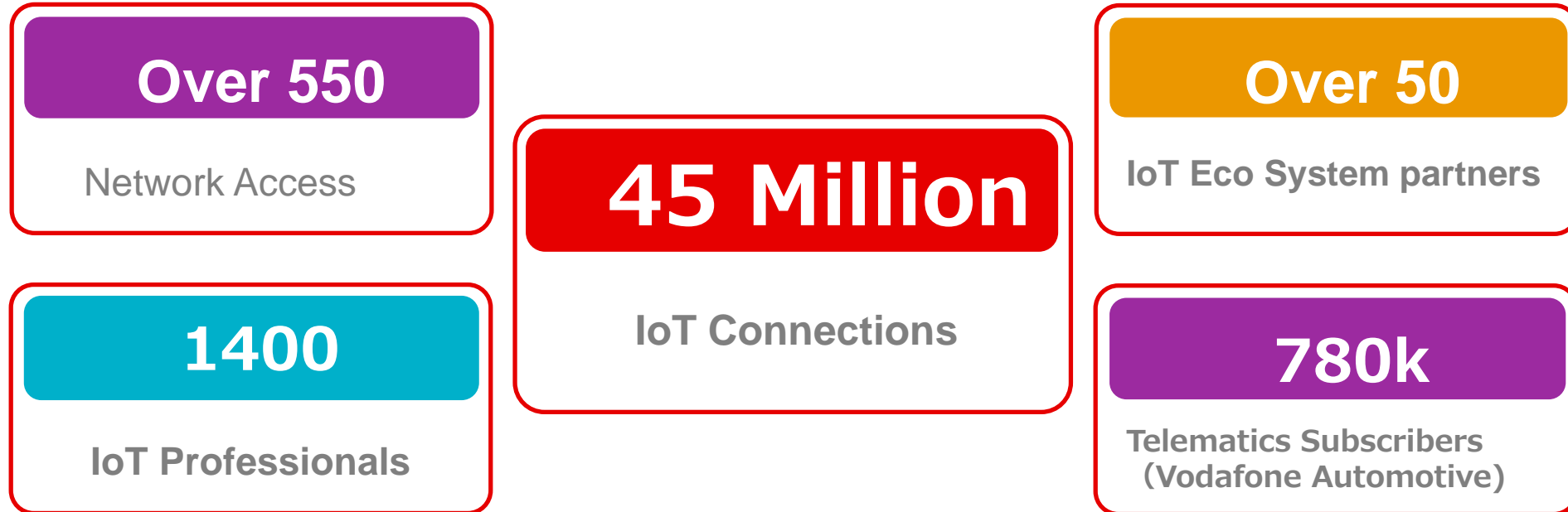
## SPEAKER

# Erik Kling

Vice President, IoT New Business Development  
**Vodafone**

[@ErikKlingM2M](#)

# Vodafone IoT Overview





## SPEAKER

# Karen Kosh

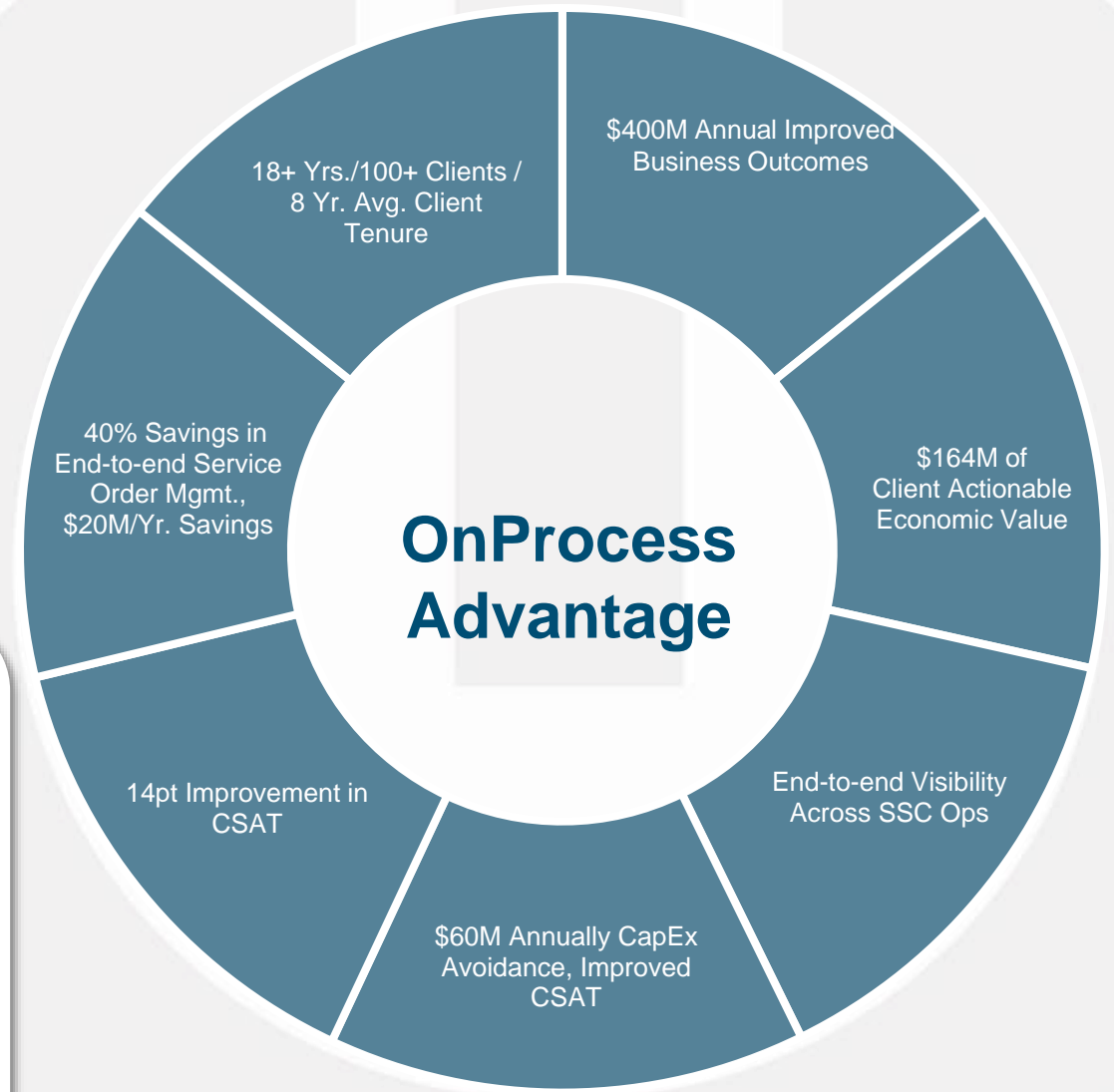
Vice President, Broadband and Mobility  
Business

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**@OnProcess**

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from complex sales and service events through asset  
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exceptional customer experiences**

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- Expertise in Connected Home Solutions
- Advanced analytics-based process improvements
- Technology-driven delivery
- OPTvision<sup>SM</sup> best in class control tower solution
- Accountable, outcome-based business model
- Frictionless customer experience
- Sole focus on optimizing business processes and reducing transactions



Karen Kosh  
VP Communications



## **SPEAKER**

# **Chris Koverman**

**VP of Product & Engineering  
Support.com**

**@ckoverman  
@support\_com**

The leading provider of next-generation technology support, offering cloud products & live-agent services for the IoT

## Cloud

Award-winning *Agent Support* & *Self-Support*, purpose built for the IoT

- Smart agent & customer guidance
- Embeddable in mobile apps
- SeeSupport remote video channel

## Services

Premier technical support for Smart Home and IoT solution & service providers

- 12,000 customer support interactions per day
- Industry-leading customer satisfaction



**SPEAKER**

**Ratul Sengupta**

Vice President

**Sutherland Global Services, Inc.**

**@RatulSengupta**  
**@SutherlandCorp**



# Digital Solutions, Connected Products & Smart Homes Require Customer Experience Transformation

## IoT Consumer Service

### CHALLENGES

Consumer Expectations

Pre-Purchase &  
Onboarding Support

Connectivity and  
Interoperability

Security

Better Tech Support  
Experience

### SOLUTIONS

Proactive Support

Pre-emptive Support

Self Service Support

Assisted Support

Visual Support

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