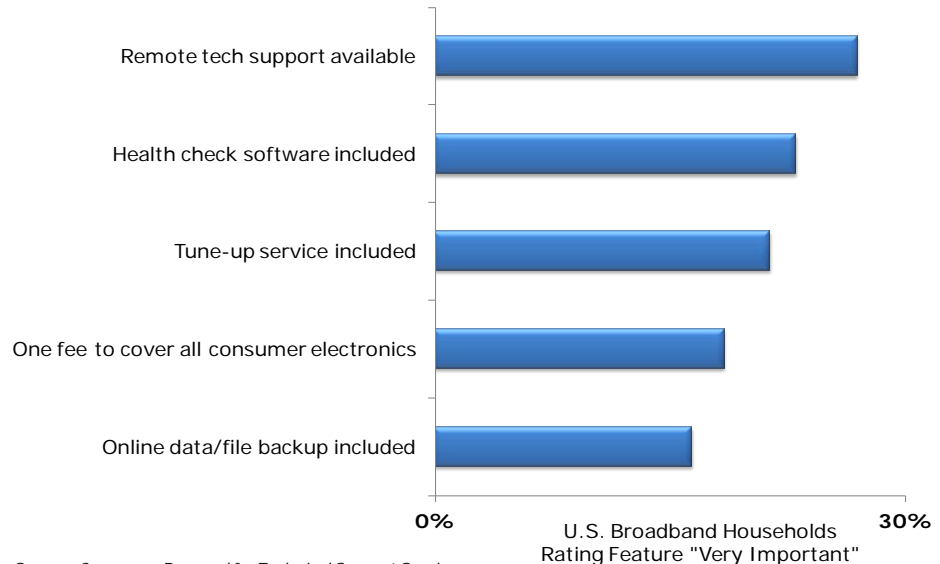


Synopsis **Important Features for Extended Warranty Offerings**

Refining Business Models for Tech Support examines market trends for consumer tech support services. It analyzes the evolution of tech support businesses as they have expanded business models to include new services, gauges the impact of new players on the market, and provides worldwide revenue forecasts for consumer tech support services.

Incentives for Purchasing Extended Warranties



Publish Date: 2Q 12

"Support service vendors will increase revenues and margins by focusing on support efficiency and software licensing," said Kurt Scherf, VP, principal analyst, Parks Associates. "Investments made in technology development over the past few years are beginning to pay off, as support vendors report dramatically lower average handle times (AHT) and are starting to license their software solutions to vendors in the antivirus and extended warranty support markets."

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Refining Business Models for Tech Support Dashboard

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