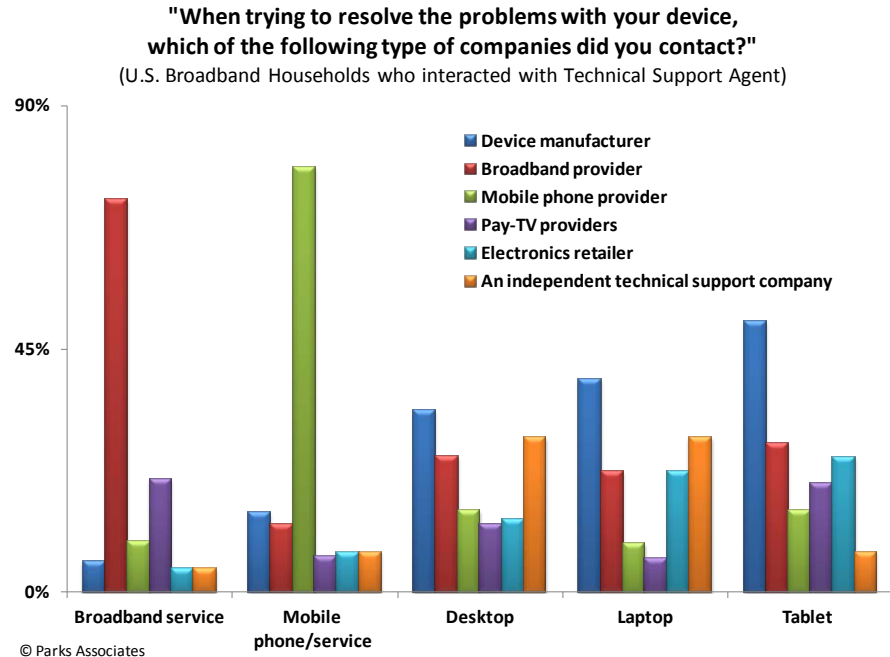


Synopsis **Type of Technical Support Agents That Consumers Contacted**

Selling Support Services to Consumers and Small Businesses examines current channel strategies being used to sell support services in these markets. The report analyzes how business models are evolving and explores new market opportunities. It also assesses the market size and forecasts the revenue opportunity of premium technical support services in both markets.



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"New technology products and services being embraced by consumers and small businesses generate new opportunities for premium tech support services," said Patrice Samuels, Research Analyst. "Growth in the premium support industry will come from the ability to offer high value propositions, while helping consumers and small businesses to achieve the promise of these devices and services."

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Selling Support Services to Consumers and Small Businesses

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By Patrice Samuels, Research Analyst

1Q 2014

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