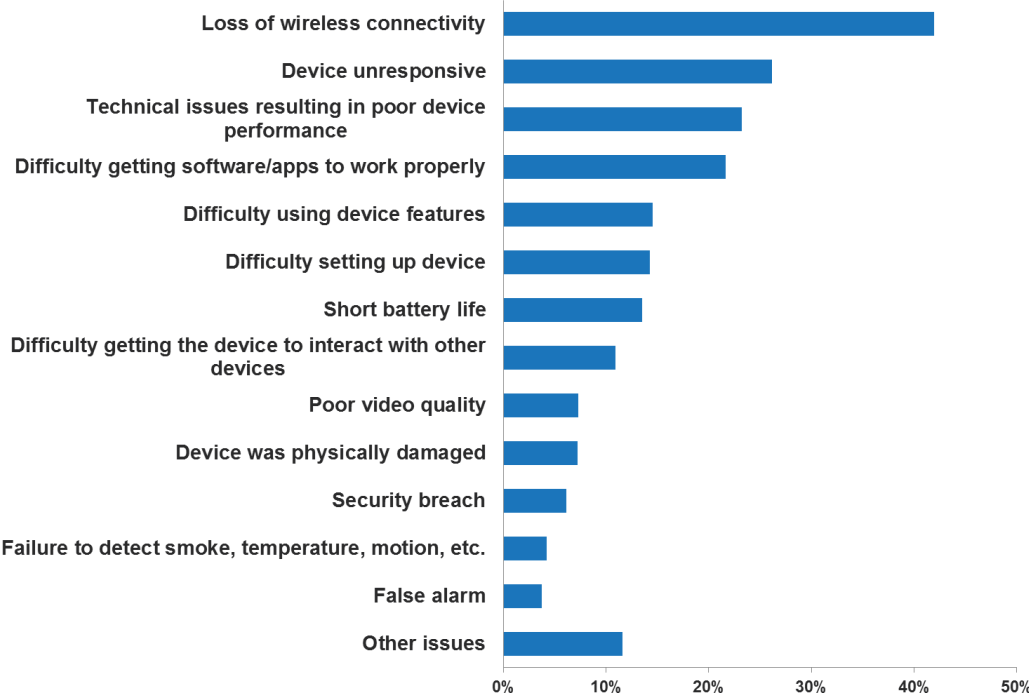


By Patrice Samuels, Senior Analyst, Parks Associates

Synopsis	Top Tech Issues																														
<p>Consumer onboarding experience with connected home products and systems is critical to maximizing customer lifetime value, through its impact on factors like product return rates and brand loyalty. This report examines approaches to providing positive experiences with elements of onboarding including installation and other strategies to ensuring product and service reliability in the connected home. The report profiles leaders in support services and includes a five-year forecast of the support needs generated by emerging connected devices in the US.</p>	<p style="text-align: center;"><b>CE Devices: Technical Problems Experienced</b> CE Device Owners Experiencing At Least One Technical Problem</p>  <table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th>Technical Problem</th> <th>Percentage</th> </tr> </thead> <tbody> <tr> <td>Loss of wireless connectivity</td> <td>~42%</td> </tr> <tr> <td>Device unresponsive</td> <td>~28%</td> </tr> <tr> <td>Technical issues resulting in poor device performance</td> <td>~23%</td> </tr> <tr> <td>Difficulty getting software/apps to work properly</td> <td>~22%</td> </tr> <tr> <td>Difficulty using device features</td> <td>~15%</td> </tr> <tr> <td>Difficulty setting up device</td> <td>~14%</td> </tr> <tr> <td>Short battery life</td> <td>~13%</td> </tr> <tr> <td>Difficulty getting the device to interact with other devices</td> <td>~11%</td> </tr> <tr> <td>Poor video quality</td> <td>~8%</td> </tr> <tr> <td>Device was physically damaged</td> <td>~8%</td> </tr> <tr> <td>Security breach</td> <td>~7%</td> </tr> <tr> <td>Failure to detect smoke, temperature, motion, etc.</td> <td>~5%</td> </tr> <tr> <td>False alarm</td> <td>~4%</td> </tr> <tr> <td>Other issues</td> <td>~11%</td> </tr> </tbody> </table> <p style="text-align: right; font-size: small;">© Parks Associates</p>	Technical Problem	Percentage	Loss of wireless connectivity	~42%	Device unresponsive	~28%	Technical issues resulting in poor device performance	~23%	Difficulty getting software/apps to work properly	~22%	Difficulty using device features	~15%	Difficulty setting up device	~14%	Short battery life	~13%	Difficulty getting the device to interact with other devices	~11%	Poor video quality	~8%	Device was physically damaged	~8%	Security breach	~7%	Failure to detect smoke, temperature, motion, etc.	~5%	False alarm	~4%	Other issues	~11%
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<p><b>Publish Date:</b> 4Q 19</p>	<p>“Positive consumer onboarding experiences with connected home products and systems are critical to brand success. These experiences also have significant impact on product return rates and brand loyalty,” said Patrice Samuels, Senior Analyst, Parks Associates.</p>																														
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