

CONSUMERS STRUGGLE TO USE COMMON CONNECTED THINGS



DEVICE MAKERS AND SELLERS MISSING MILLIONS (MAYBE BILLIONS)
OF OPPORTUNITIES TO ENGAGE AND DRIVE PRODUCT ADOPTION

Executive Summary

IoT Device Adoption and Technical Support
BENCHMARK REPORT

plumchoice®

OCTOBER 2015

Executive Summary

THE INTERNET OF THINGS

IoT hype is progressing to reality, and the future is being measured in the billions. Organizations like *Business Insider* predict that connected home device shipments – beyond smartphone and tablet devices – will grow at a compound annual rate of 67% from 2015 until 2020.

That's 1.8 billion units of smart appliances, energy equipment, and safety and security systems expected to be shipped in 2019. These projections foretell a significant opportunity for device innovation and sales – while intimating a major challenge for cross-device service and support.

AN ISSUE OF TRUST OR AWARENESS?

Only 42% of consumers surveyed ask for help with Internet-connected devices

- Of those who ask for help, **50% opt for a friend or family member** over a manufacturer or retailer

14% have returned a product due to difficult use or installation

- **Of those 51%** would not buy from that brand again

“IoT Device Adoption and Technical Support Benchmark Report: 2015”

This report explores the adoption and use of today's mainstream, Internet-connected devices (i.e., smartphones, laptops and fitness bands), along with consumers' understanding of and intent to use emerging smart home technologies (i.e., smart cars, door locks and thermostats). The research also encompasses consumer perspectives on their needs and expectations for technical services and support.

[READ MORE >>>](#)

4 Top Takeaways



INTERNET-CONNECTED DEVICES: HELP WANTED

Consumers of all ages are struggling with their “things” and they’re not asking for help. They don’t know who to turn to for help and/or don’t trust the likely candidates. When they *do* ask for help, they’re not getting the answers they need.



CONSUMERS LEARY OF SMART HOME DEVICES

Consumers don’t see the value in smart home devices (yet). Younger generations think smart home devices are too expensive. Buyers expect brands to help with much more than just installation and troubleshooting when they purchase a smart home device.



FOCUS ON FEMALES TO STRENGTHEN BRAND

As key decision makers in the home, women are more apt to ask for help and are less forgiving when they cannot use a product as desired.



BRAND AFFINITY AT RISK

Getting the desired full-service technical support impacts consumers’ willingness to shop a brand again.

Dig Deeper into the Data

[Download the Full Report](#)

PlumChoice is the leader in providing a continuum of specialized technical services for today’s highly personalized consumer and small business technology environments. For more than a decade, the company has partnered with brands both large and small, including Fortune 1000 manufacturers, retailers, software vendors, and telco and cable providers to deliver highly differentiated customer experiences to technology end-users by way of technical support solutions for the Internet of Things and cloud enablement. To learn more, visit www.plumchoice.com.