# Spotlight on IoT

## Greg Galat
### Director of Account Management, PlumChoice

**Q: Greg, can you describe your role within PlumChoice?**

A: I am responsible for the sales and business development of IoT Support Services for PlumChoice. I proactively investigate the IoT industry for new opportunities with companies that could benefit from our IoT support offerings and the measured value that they bring to an organization. In addition, I manage the individual accounts once they have become a PlumChoice IoT Services partner.

**Q: What do you enjoy most about working in the IoT industry?**

A: I appreciate that the IoT industry is embodied by a new and 'fresh' technology, and that the people who are engaged within the industry are extremely energized by it. What is interesting about this technology on a user level is that most people today have the ability to understand the core aspects of the technology and the benefits that it brings to them, but a vast majority are still unable to fully comprehend how to utilize it.

**Q: You have been with PlumChoice for a number of years. Over this time, have you seen a shift in what customers expect or require for support with smart devices?**

A: I have witnessed firsthand a major shift in the industry with regards to what customers are now expecting for support and what was being provided. In the past, support was always considered to be a 'break fix relationship', whereas the core focus of support was to help repair a malfunctioning unit such as a PC. Our role as a support provider has developed into one where our focus is to assist customers with being able to utilize their smart devices to their fullest potential, allowing them to extract more value from their initial investments. For instance, overcoming issues with connectivity and promoting expanded use cases for the products increases the overall satisfaction customers have with these types of solutions. But, at the same time when a malfunctioning issue is discovered, we often are able to resolve it in real-time through application downloads, adjustments with setting configurations, etc.

**Q: Also, during this same period, there has been a shift in the types of smart and connected products being offered in the market that require support as well. How has this affected support requirements?**

A: As more and more 'smart' devices are being offered and sold such as an oven, lighting, or a garage door opener, we've seen a reduction of requests coming in for support to connect an initial, single item like a thermostat or doorbell. The more frequent scenario we see now is centered around the need to connect multiple smart devices into an existing smart environment, as customers who have already purchased and installed a smart device have realized the value that it brings to their home and work lives and have now made the decision to continue to invest in these solutions.

And overall, it is becoming more difficult to find an item offered for a home or an office that was not designed to be connected. So, basically the market has shifted from a need to manage and support an individual smart device, to a need to manage and support a smart environment.

**Q: How do you believe the IoT market may change over the next 5-10 years?**
As I mentioned earlier, eventually the majority of devices and products that will be offered in the future will by default be 'smart', and the need to label each with such a moniker will no longer be required. There will no longer be a market referenced as the 'Internet of Things'. This connectivity intelligence will become a standard design component that is built into products during the development cycle. Smart capabilities and connectivity will just become a requirement and expectation from consumers as these items become standard fare in apartments that are rented, homes that are purchased, offices that are worked in, and cars that are driven.

In the future, manufacturers who are not utilizing 'smart-enabled' technology within their products will not be viewed as a progressive provider of solutions within the marketplace, and will be at a disadvantage with consumers.

**Q: There are many companies promoting and selling support services for their IoT products and solutions. What differentiates PlumChoice from the crowd?**
A: The difference with PlumChoice is that we are not solely focused on simple issue fixes such as password resets. We support the customer throughout their journey in the more complex, connected environments.

And, unlike many support organization our metrics of success focus on customer satisfaction, Net Promoter Score and first call resolution - not shortened handle times and volumes of calls taken.