

Building Brand Loyalty across the Smart Home

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Understanding Product Returns and Defects



SMART HOME EXPERIENCE from the Consumer View

*Wi-Fi *Returns *Setup & Install

SMART HOME EXPERIENCE from the Industry View

*Industry perceptions *Defects *Education

BRAND IMPACT AND LOYALTY from the Consumer and the Industry View

*Future buying *Brand Impact *Next-gen solutions

Webinar Replay:

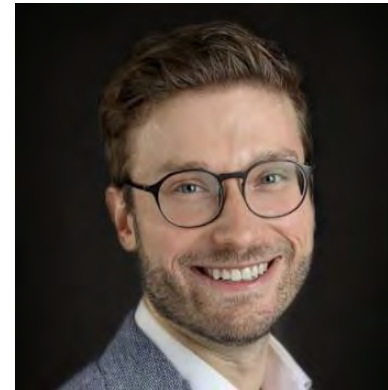
Building Brand Loyalty across the Smart Home



Christopher Carney
Founder and CEO
Abode



Desiree Mejia
Chief Operating Officer
SkyBell



Jason Moore
Co-founder and CEO
RouteThis



Elizabeth Parks
President and CMO
Parks Associates

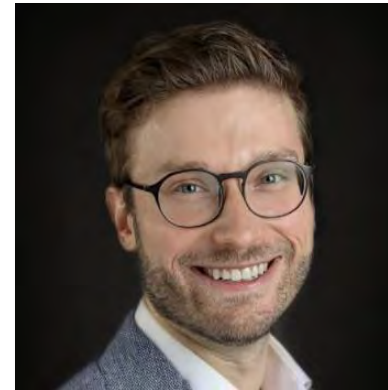
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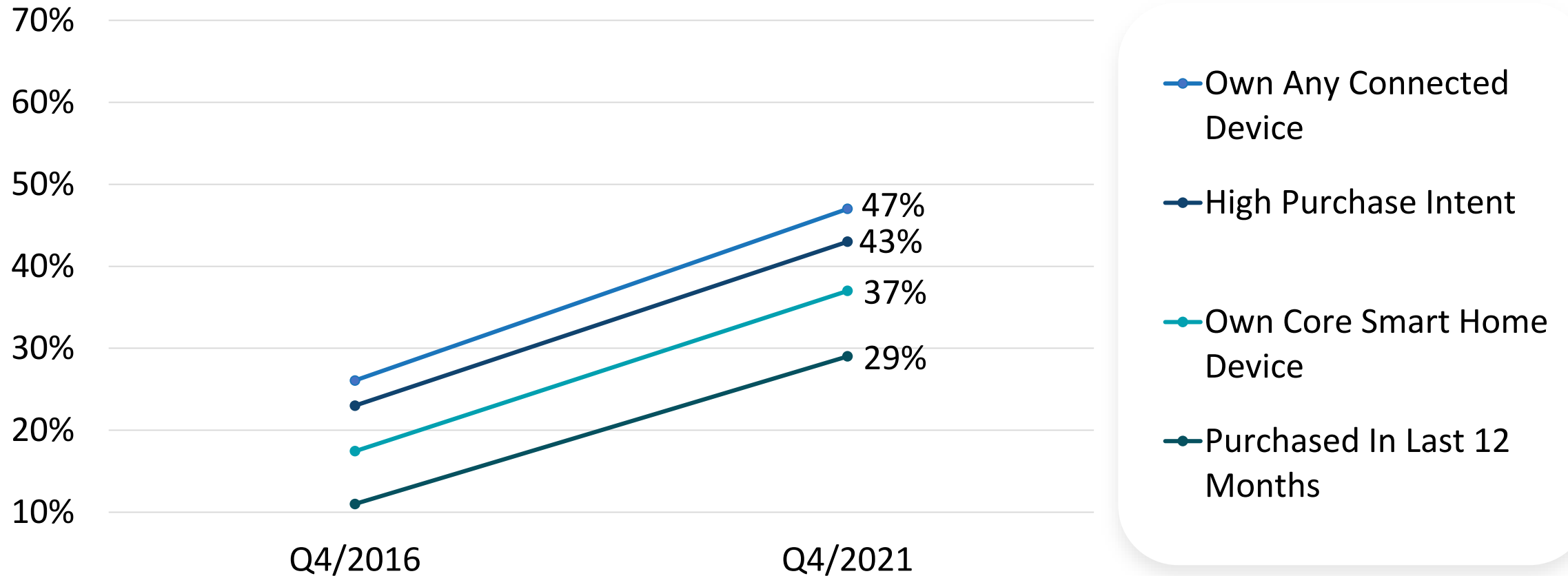


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Continued Expansion of Connected Devices

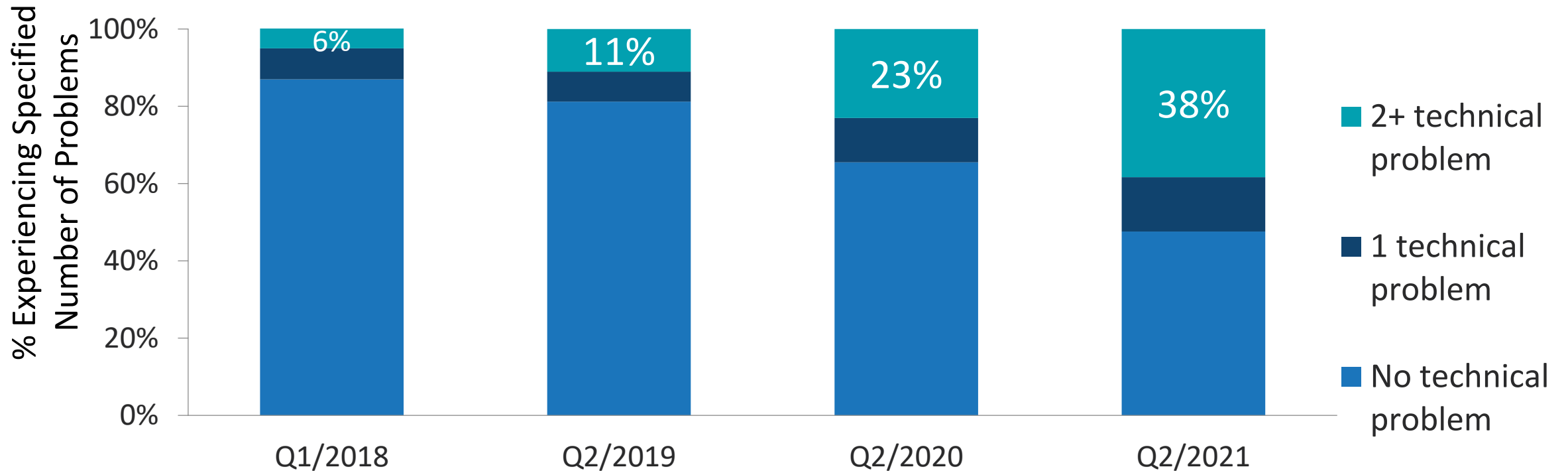


Connected Home Industry Performance Indicators



More Devices, More Problems

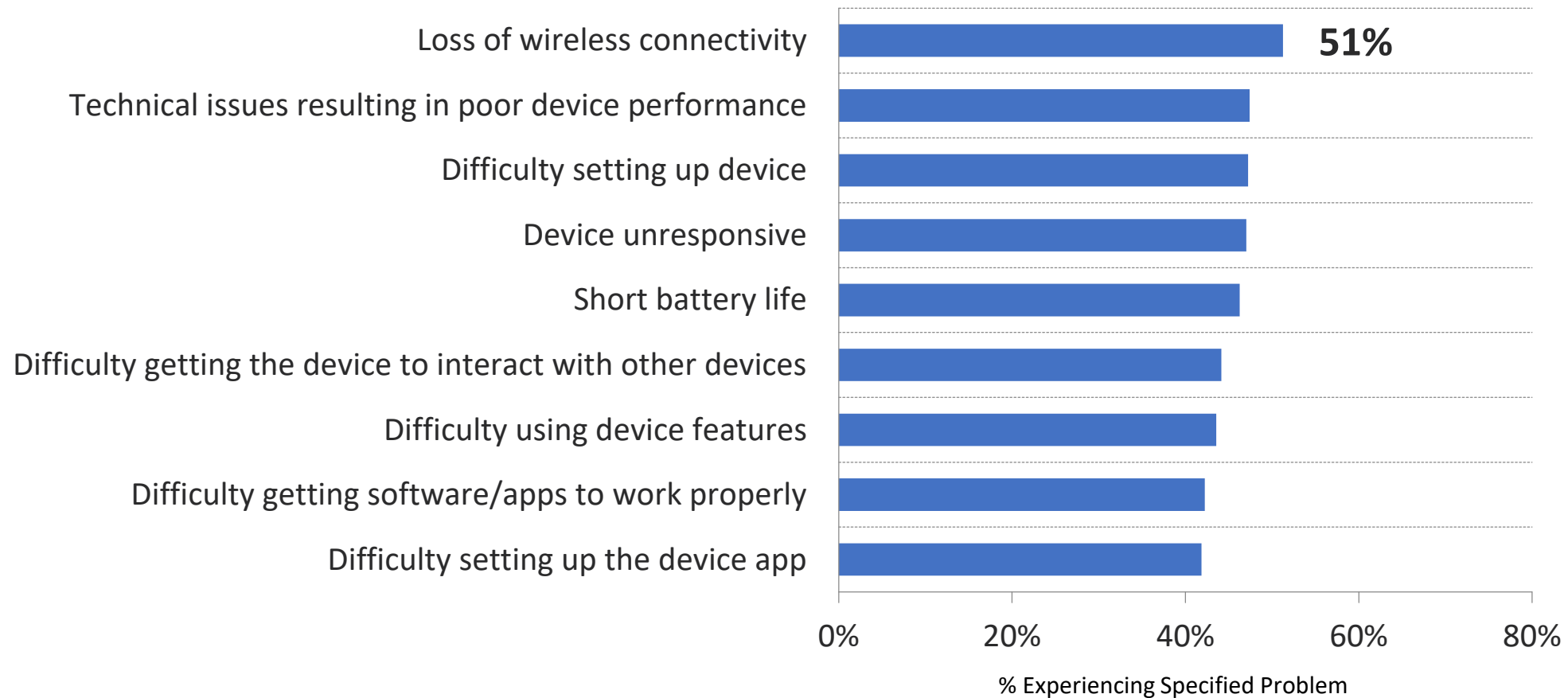
Smart Home Devices: Number of Technical Problems Experienced



Wireless Connectivity is the Biggest Problem



Smart Home Devices: Technical Problems Experienced



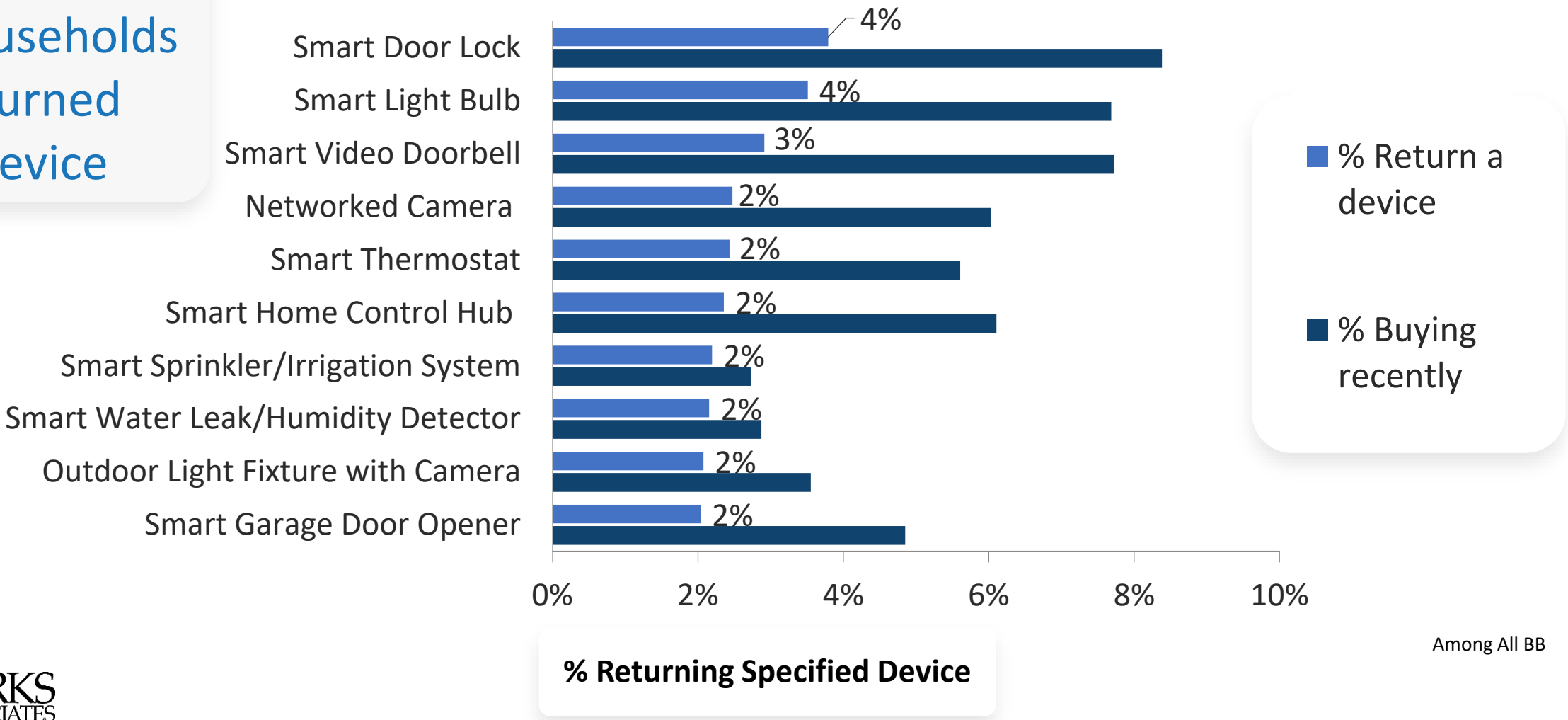
Among Smart Home Device Owners Experiencing At Least One Technical Problem

Return Rates Are High: 3-4M US Households



2-4% of all households returned a device

Smart Home Device Return Rate in the Last 12 Months



Among All BB

What is the Real Problem? Smart Home Returns



36% of consumers who set up smart home devices on their own experience difficulty

**Product
Defective / Broken**

**Product Didn't
Work as Advertised**

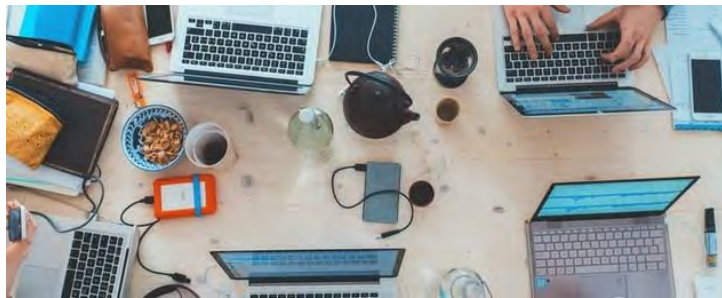
**Issues Configuring
the Devices**

Is it
really?



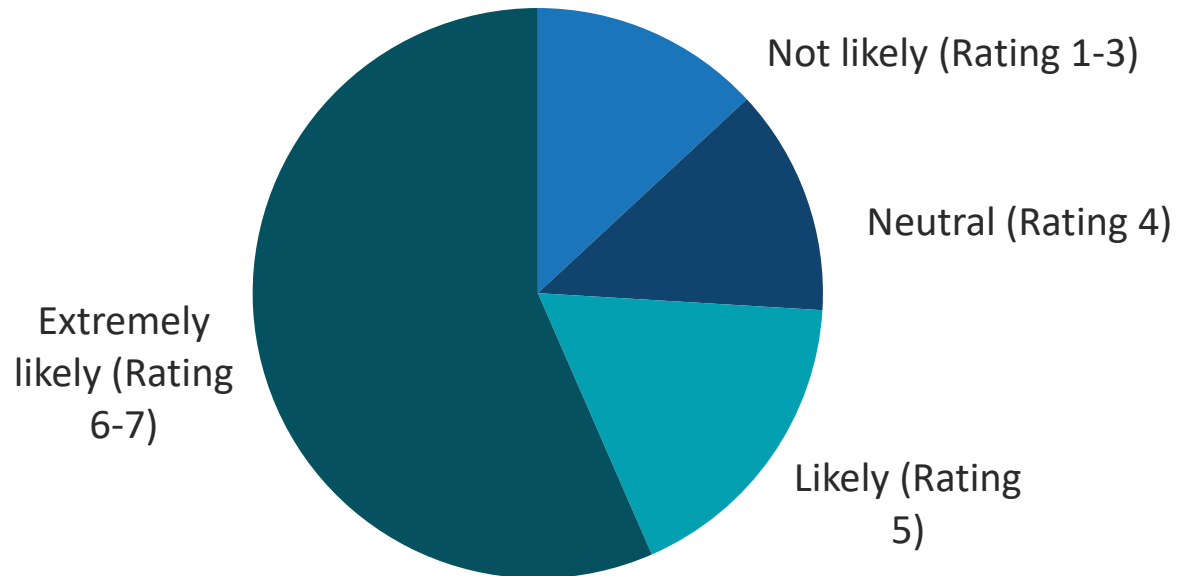
**Difficulty with
Physical Installation**

**Difficulty Learning
Features**



Brand Impact & Purchase Decisions

Likelihood of Purchasing New Product From Same Brand as Returned



Among US BB HHs Returned At Least One Device in the Last 12 months, n=840

Top 4 buying considerations

- price
- smart phone compatibility
- brand reputation
- expert reviews

Smart home shoppers are **SEEKING** product info

- info seekers represent 41% of active shoppers

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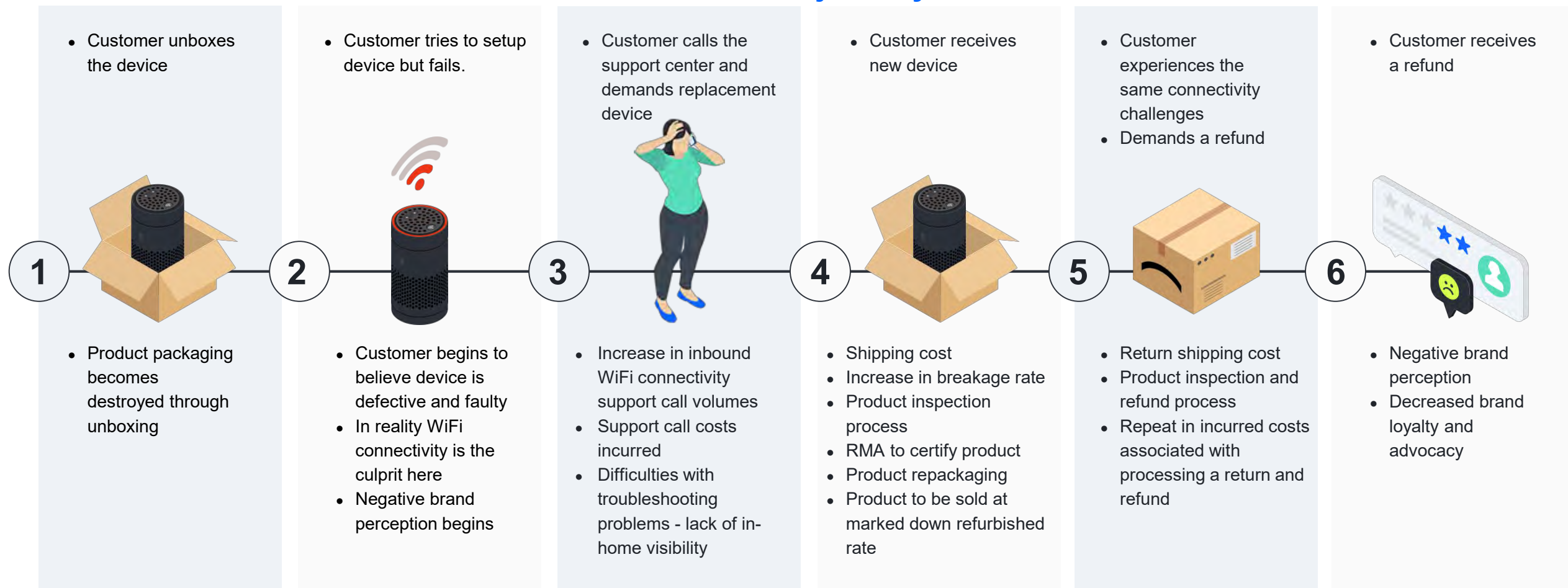
The number one cause of smart home device issues is loss of wireless connectivity at 51%.

Every organization enabling the connected home is at the **mercy** of the customer's home network.



The WiFi connectivity challenge

End user journey



Business impact

RouteThis: The solution

1

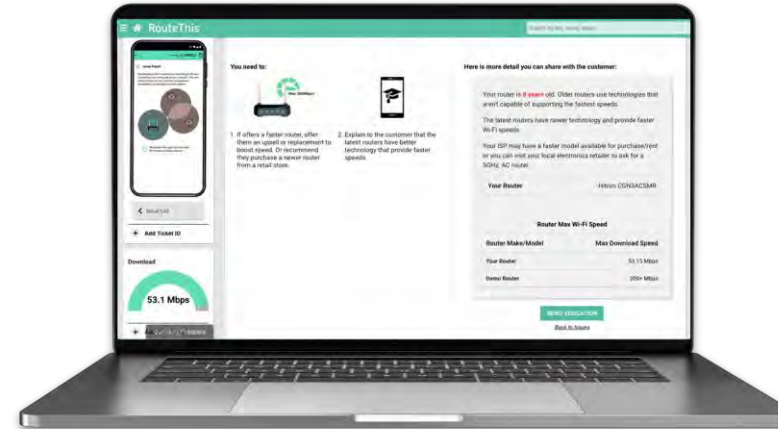
RouteThis Self-Help
Self-service for customers



Empower end-users to resolve home network issues without calling into tech support.

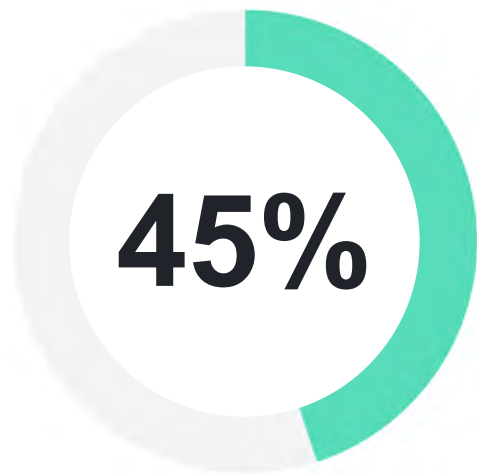
2

RouteThis Core
Complete resolutions for support agents

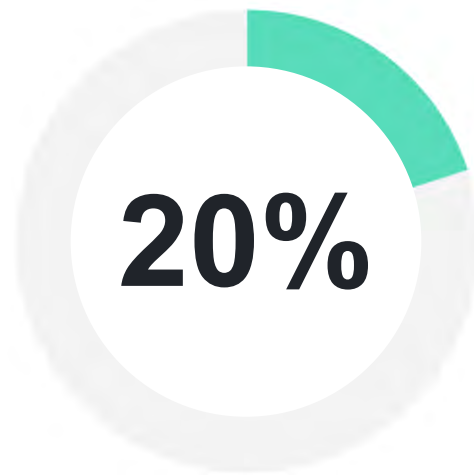


Provide support teams the ability to resolve home network issues quickly and seamlessly.

The results



Reduction in inbound
WiFi support calls



Reduction in average
handle time



Reduction in
unnecessary returns

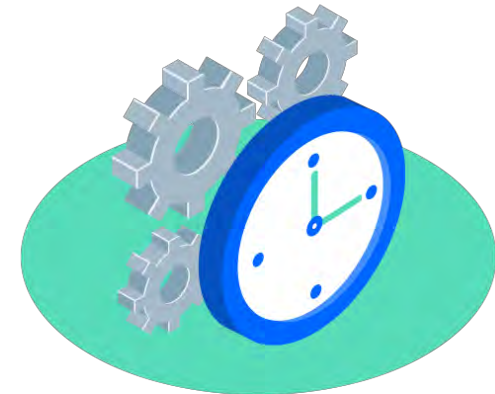
The benefits



Attract and retain
happy customers.
Improve brand loyalty



Increase revenue and grow
market share



Create operational efficiencies



Thank You

Jason@routethis.com



A modern living room with a light gray sectional sofa, a white coffee table, and a black side table. The room features a large window overlooking a patio, a wood-paneled wall, and a fireplace. The text "Q & A" is overlaid in the center.

Q & A

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