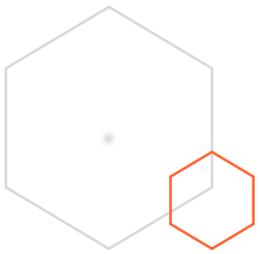




**roamler**

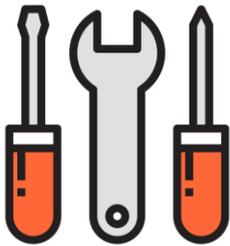
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IN-HOME INSTALLATIONS



## INTRO

Nowadays it's quite common to buy a technical device or service, and to receive an installer to set it up directly at home. Think of wi-fi routers, smart thermostats, boilers or security devices.



We asked our large community of mobile users to tell us more about their experiences regarding technical in-home installation services.

Curious to learn what Europeans think of their previously received in-home installations? Read the findings in our latest [Consumer Report](#).



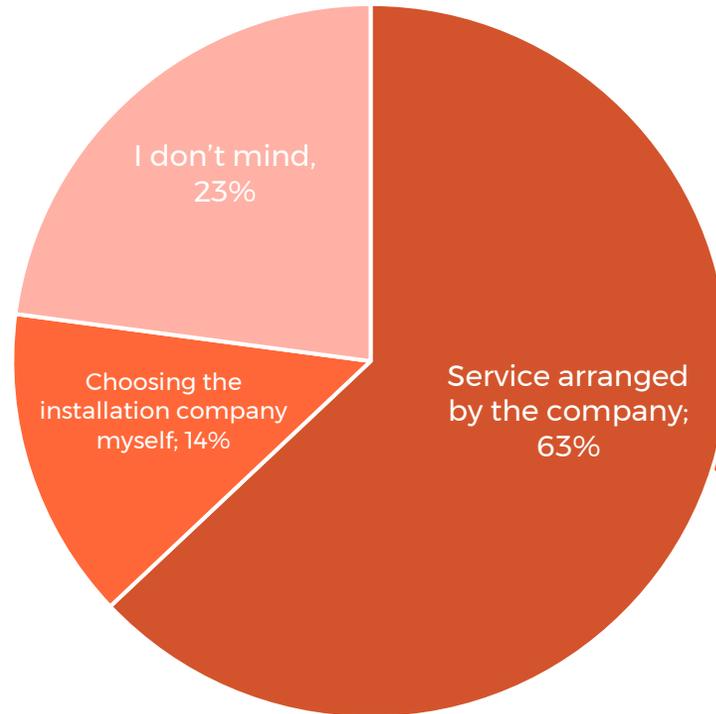
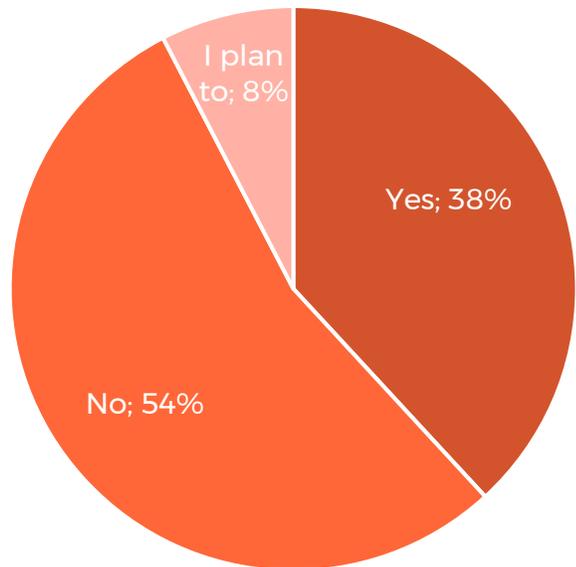


## DEALING ONLY WITH ONE COMPANY

When planning an in-home installation service, the majority of European consumers (**63%**) prefers to have it arranged by the company they purchased the service and/or device from.

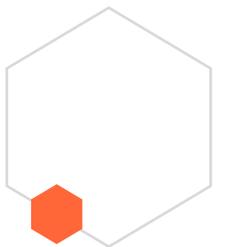
### HOW SHOULD THE INSTALLATION BE ARRANGED?

#### RECENTLY HAD AN IN-HOME INSTALLATION PERFORMED?



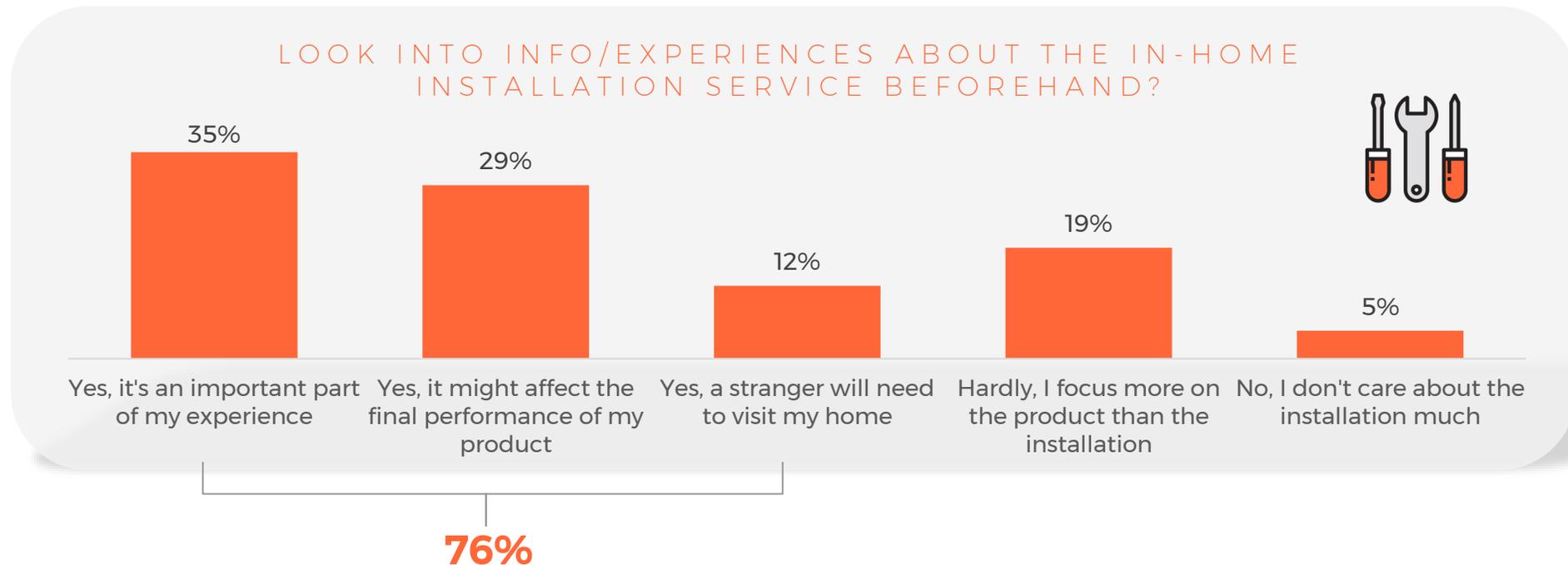
#### Fun fact:

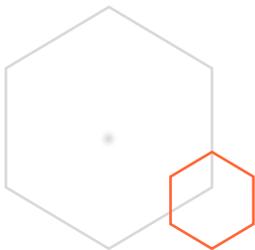
Germans are less focused on choosing an installation option, as **48%** states they don't really mind one or the other.



## AN IMPORTANT PART OF THE EXPERIENCE

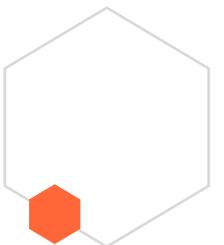
**76%** of Europeans state that they will research information and experiences about the installation service connected to the product they intend to buy. Installations are perceived as “an important part of the buying experience” by **35%** of shoppers, whereas another **29%** is concerned about it affecting the final performance of their product.





# DATE AND TIME MOSTLY ASSIGNED DIRECTLY BY INSTALLATION COMPANIES

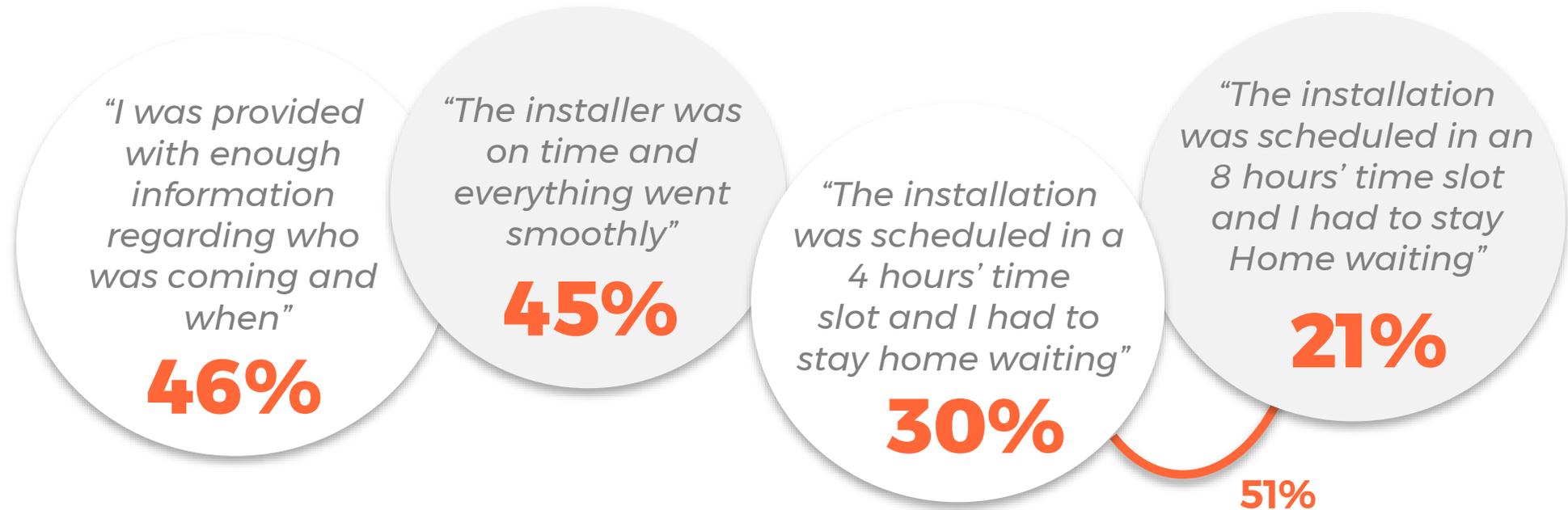
In the majority of cases (65%) clients are bound to a specific date and/or time given by installation companies. Only 31% of consumers state to have been able to choose the installation moment independently.



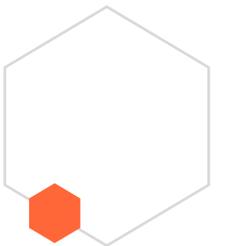


## MOST CONSUMERS HAVE TO WAIT AT HOME

Even though **46%** of consumers state they were provided with enough information about the installation moment, in more than **50%** of cases installations were scheduled over long time slots, requiring consumers to wait at home from 4 to 8 hours.

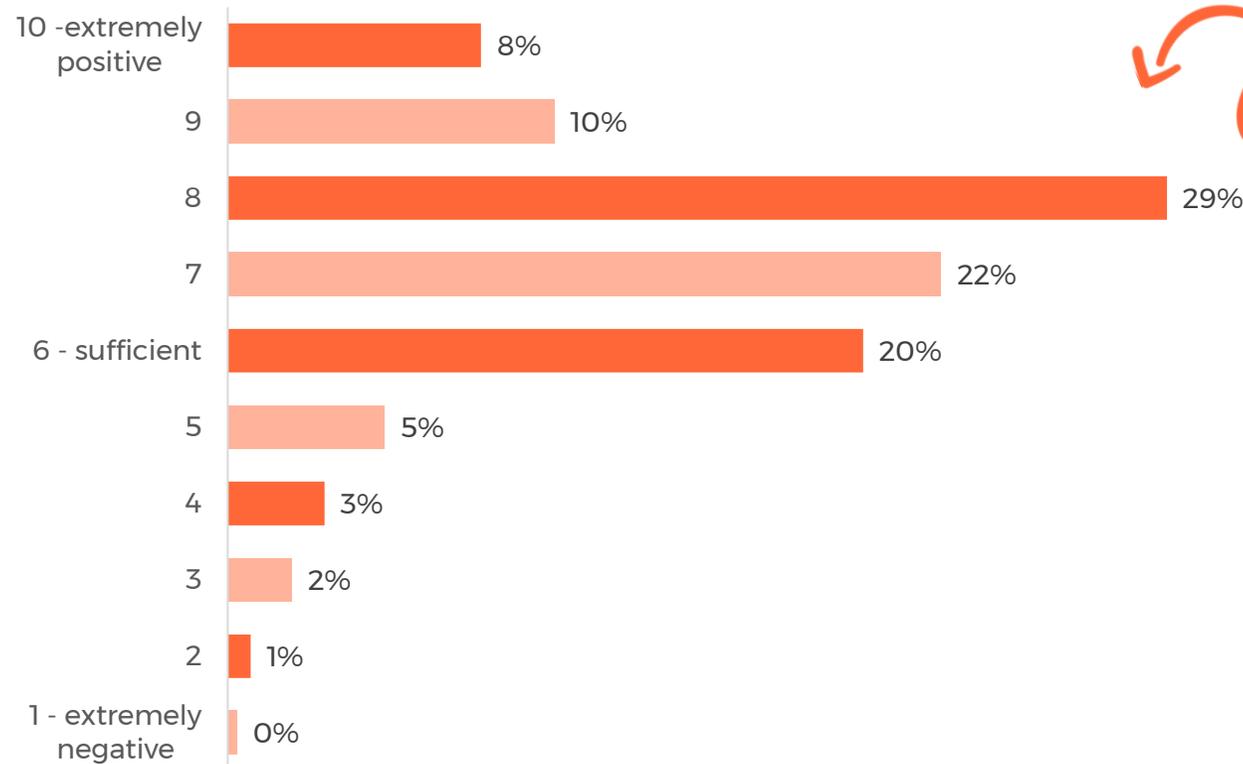


\*MULTIPLE ANSWERS POSSIBLE



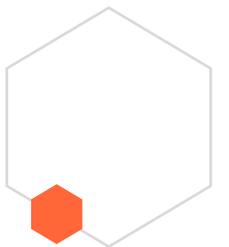
# HIGH LEVEL OF SATISFACTION ACROSS EUROPE

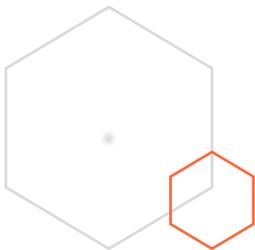
Europeans are quite happy about the in-home installations provided in their countries. On a scale from 1 to 10, **71%** of consumers rate the services between a 6 and an 8, whereas nearly **20%** assigns top scores (between 9 and 10).



## Fun fact:

The Netherlands is the country with the highest ratings, as **38%** of Dutch respondents give in-home installation services an 8 out of 10.





## 3 MAIN POINTS TO IMPROVE CUSTOMER SATISFACTION

Among the factors compromising customer satisfaction, the lack of proper information emerges as the first element for most Europeans (18%). Long waiting times follow right after (8%), while only a smaller average has experienced an unprofessional/unfriendly behavior from the visiting installer (4%).

1.

*"I was not provided with enough information regarding who was coming and when"*

**18%**

2.

*"The installer came later than expected and I had to wait long hours at home"*

**8%**

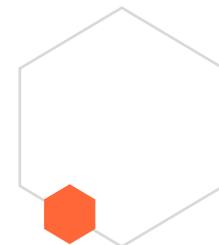
3.

*"The installer was unprofessional / unfriendly, etc..."*

**4%**



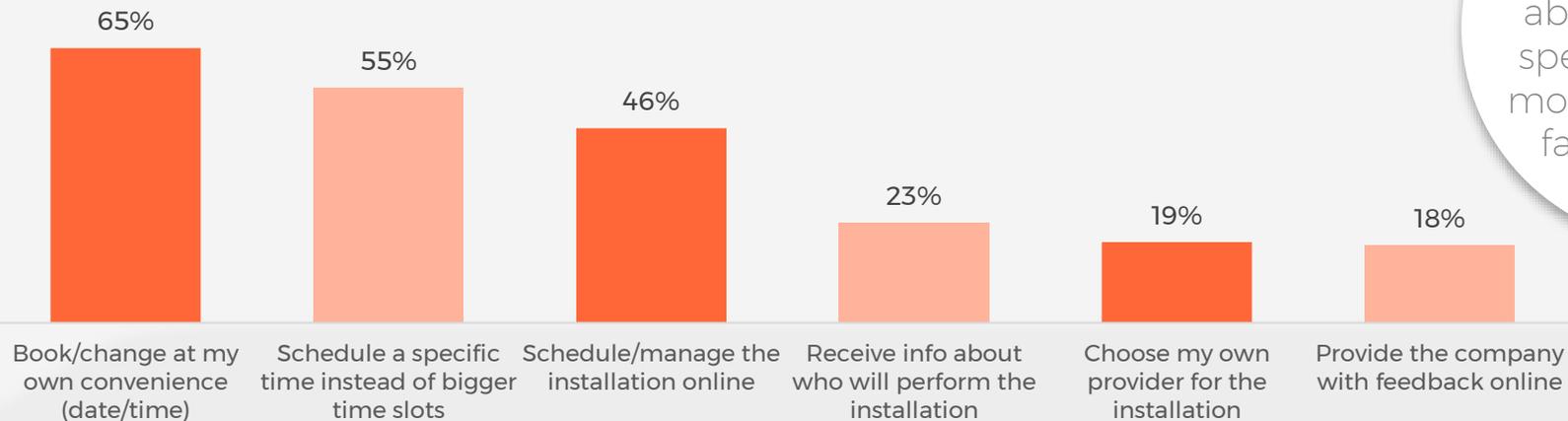
\*MULTIPLE ANSWERS POSSIBLE



## CHOOSING A SPECIFIC DATE AND TIME

When it comes to improving in-home installation services, Europeans have their priorities straight: being able to book or change the date and time independently (65%) and scheduling a specific time instead of waiting at home during long time slots (55%) are the most required services, together with the ability to manage the whole process online (46%)

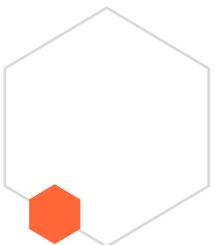
WHICH ONE OF THE FOLLOWING WOULD MAKE YOUR NEXT IN-HOME INSTALLATION EXPERIENCE BETTER?



### Fun fact

Reducing long waiting time by being able to schedule a specific installation moment, is a crucial factor for French consumers.

\* MULTIPLE ANSWERS POSSIBLE





## CROWDSOURCING SOLUTIONS FOR BUSINESS

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The findings presented in this report are based on the results of an investigative task submitted to the Roamler Crowd during the month of August 2020. The purpose was to determine the crowd's practices when it comes purchasing in-home installation services. The findings take into account data collected from **3.684** respondents, located in Italy, France, Spain, the UK, Germany, Belgium and the Netherlands.

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Would you like to receive more information?

Contact us at [press@roamler.com](mailto:press@roamler.com)

[www.roamler.com](http://www.roamler.com)

