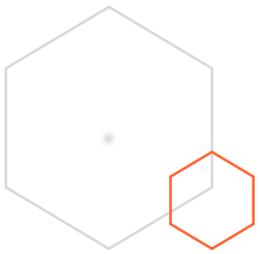




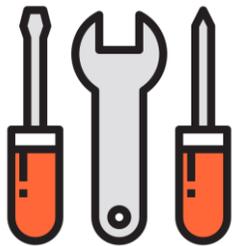
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IN-HOME INSTALLATIONS

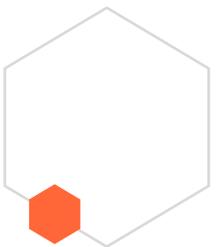


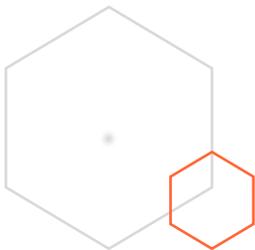
INTRO

Telco, smart-home or security devices are becoming more and more important in the lives of consumers. For this reason the installations and repair services connected to their purchase play a big role in the level of customer satisfaction and, consequently, in brand loyalty.



We asked our community of mobile users in the United Kingdom to tell us more about their experiences with technical in-home installations and repair services.

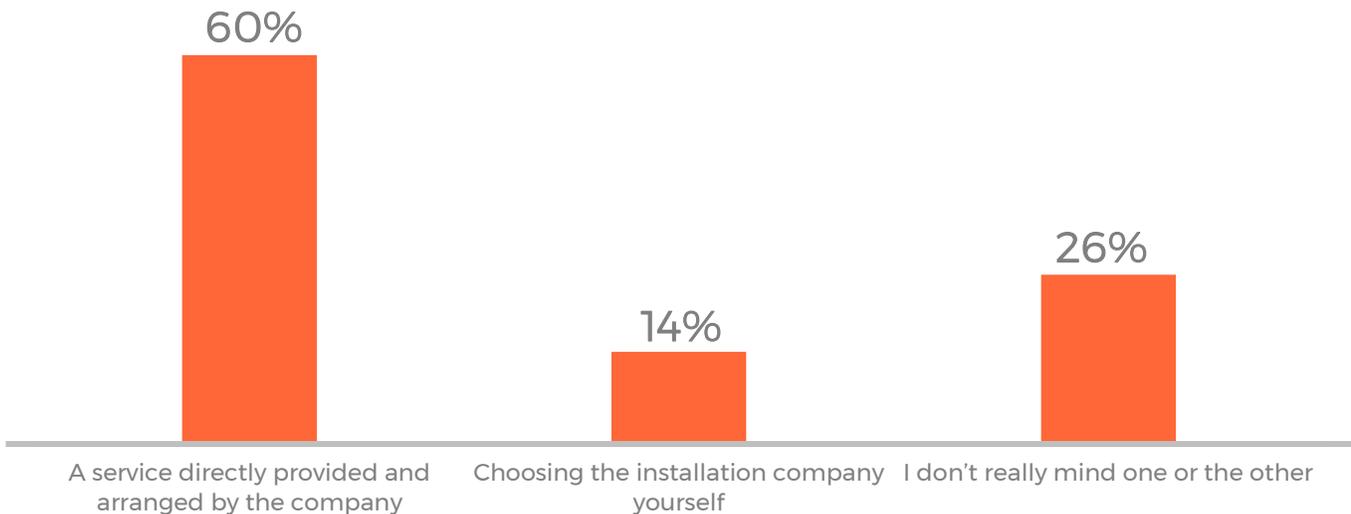




UK CONSUMERS PREFER TO DEAL WITH ONE COMPANY

When having to buy a product or service which requires an in-home installation performed by a professional, more than half of UK consumers prefer to have it arranged directly by the same company they bought the product or service from.

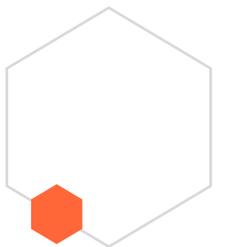
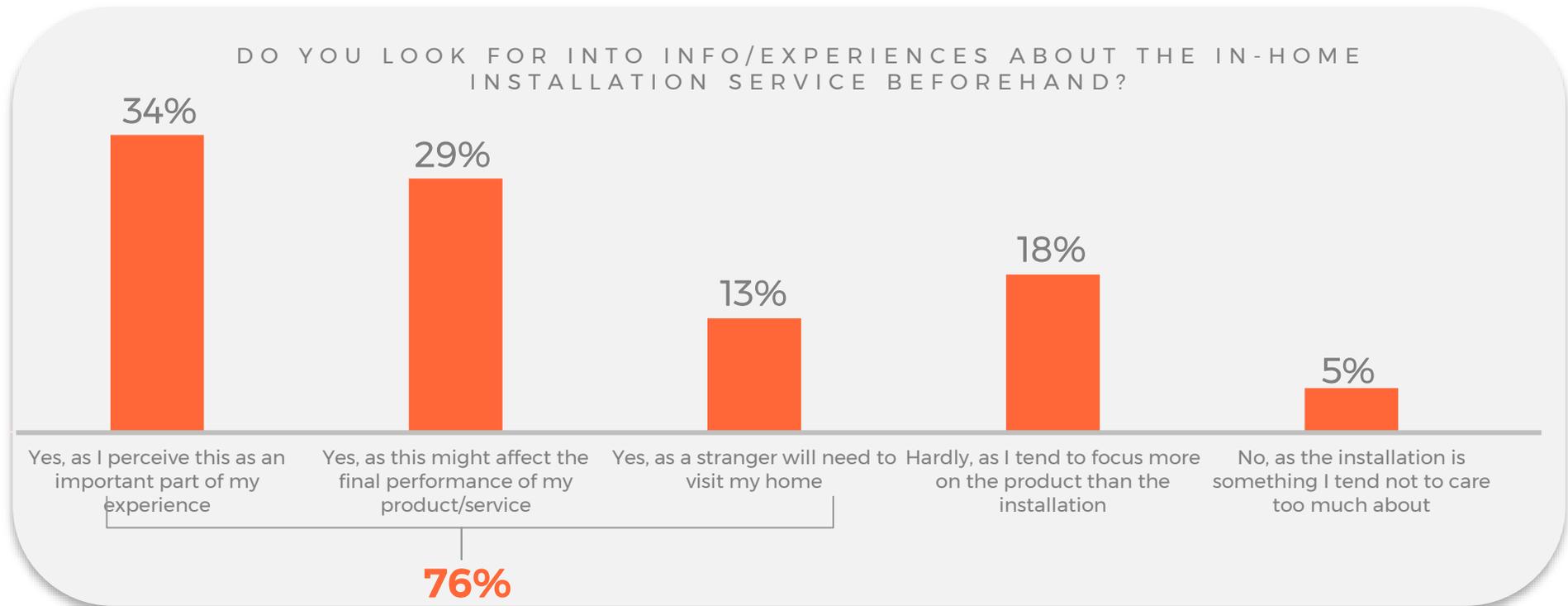
A minority of **14%** prefers to choose the installation company themselves, whereas another **26%** doesn't express a clear preference.

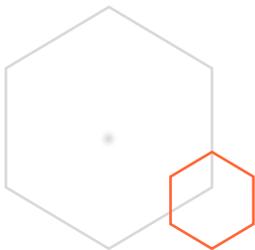




INSTALLATIONS ARE AN IMPORTANT PART OF THE EXPERIENCE

76% of UK shoppers 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 **34%** of shoppers, whereas another **29%** is concerned about it affecting the final performance of their device.

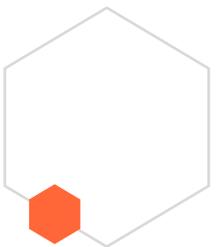




DATE AND TIME MOSTLY ASSIGNED DIRECTLY BY INSTALLATION COMPANIES

When scheduling an installation, the majority of UK consumers is bound to a specific date and/or time given directly by installation companies.

Only less than one third of is able to book the installation independently.



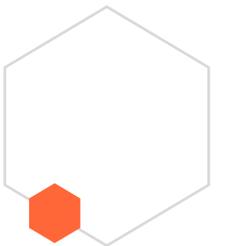


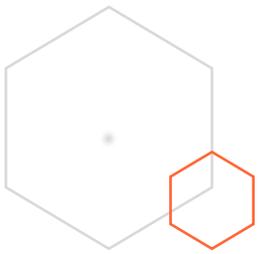
MOST CONSUMERS DISAPPOINTED BY LONG WAITS

In the majority of cases (58%), installations are scheduled over long time slots, obliging consumers to wait at home from 4 to 8 hours. 16% of respondents were not provided with enough information about who would perform the installation and when. Finally another 14% collected bad experiences.



*MULTIPLE ANSWERS POSSIBLE





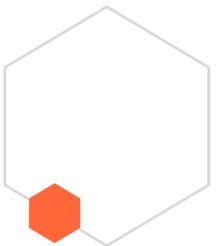
THE 3 MAIN PAIN-POINTS OF UK INSTALLATIONS

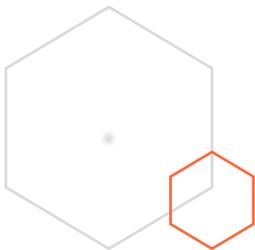
Among the factors compromising customer satisfaction, the lack of proper information emerges as the first element for most Germans (16%).

Delays follow right after (11%), while a smaller average has experienced an unprofessional/unfriendly behavior from the installer (3%).



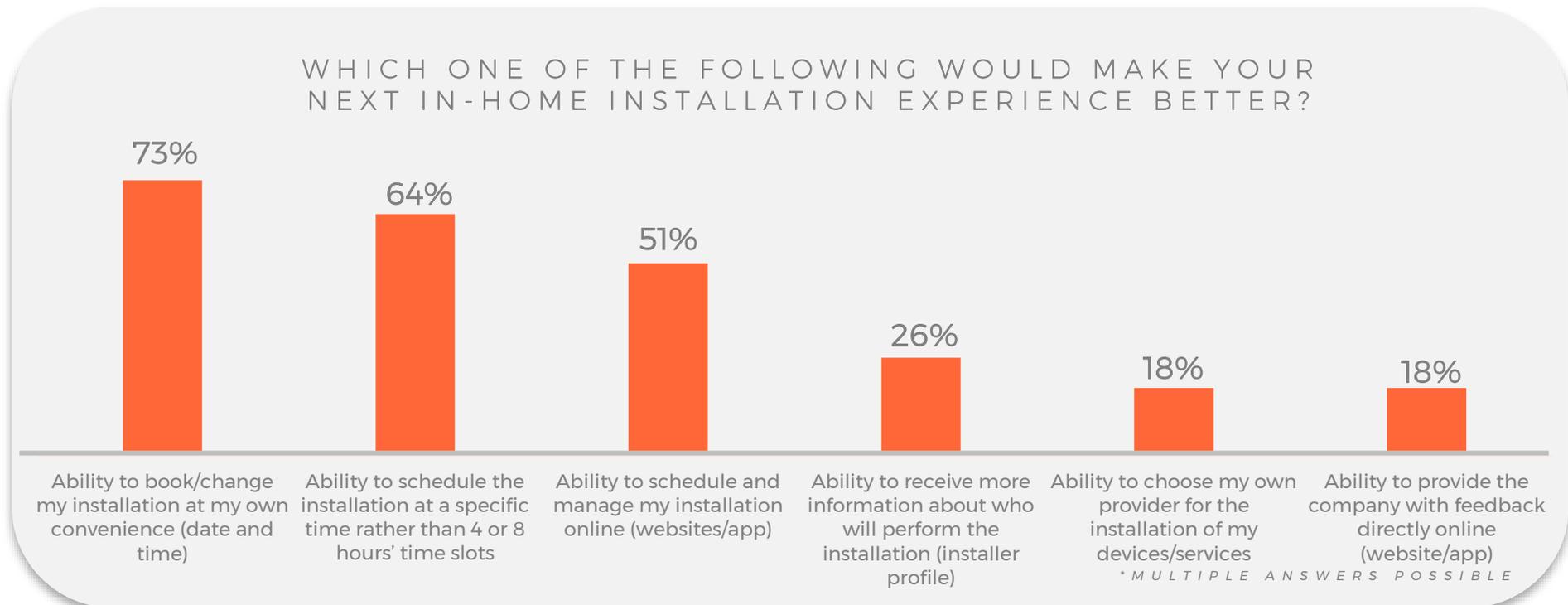
*MULTIPLE ANSWERS POSSIBLE

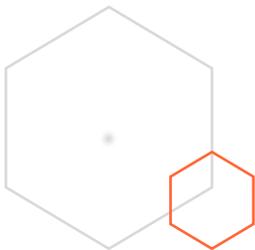




UK CUSTOMERS WANT TO CHOOSE A SPECIFIC DATE AND TIME

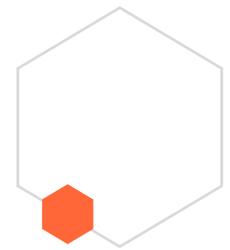
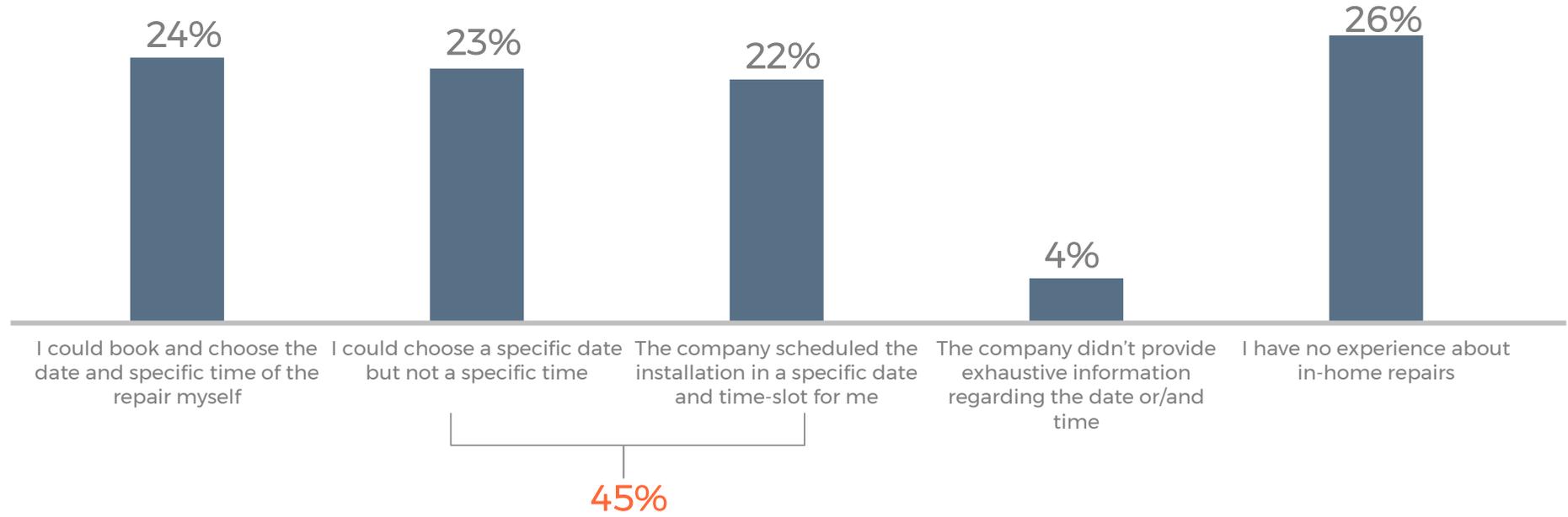
When it comes to improving in-home installation services, UK consumers have their priorities straight: being able to book or change the date and time independently (73%). Scheduling a specific time instead of waiting at home during long time slots follows right after (64%), together with the ability to manage the whole process online (51%).





LITTLE CONTROL OVER REPAIRS

When asked about their past experiences with in-home repairs, nearly half of UK customers (45%) experience little control over the choice of the day and time of the service. Only 24% of respondents could book the repair at their own convenience.





LONG WAITING TIMES AND LACK OF INFORMATION

The majority of UK consumers (**61%**), have experienced long waiting times at home, and **23%** states not have received sufficient information. Another **27%** reported bad experiences, from mechanics being late or unprofessional, to them not being able to solve the issue.

"The installation was scheduled in a 4 to 8 hours' time slot and I had to stay home waiting"

61%

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

23%

"The mechanic was not able to fix the problem"

5%

"The installer was late"

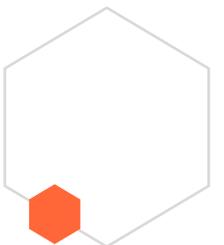
12%

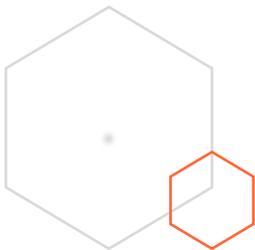
"The installer was unprofessional/unfriendly etc."

10%



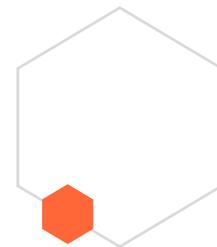
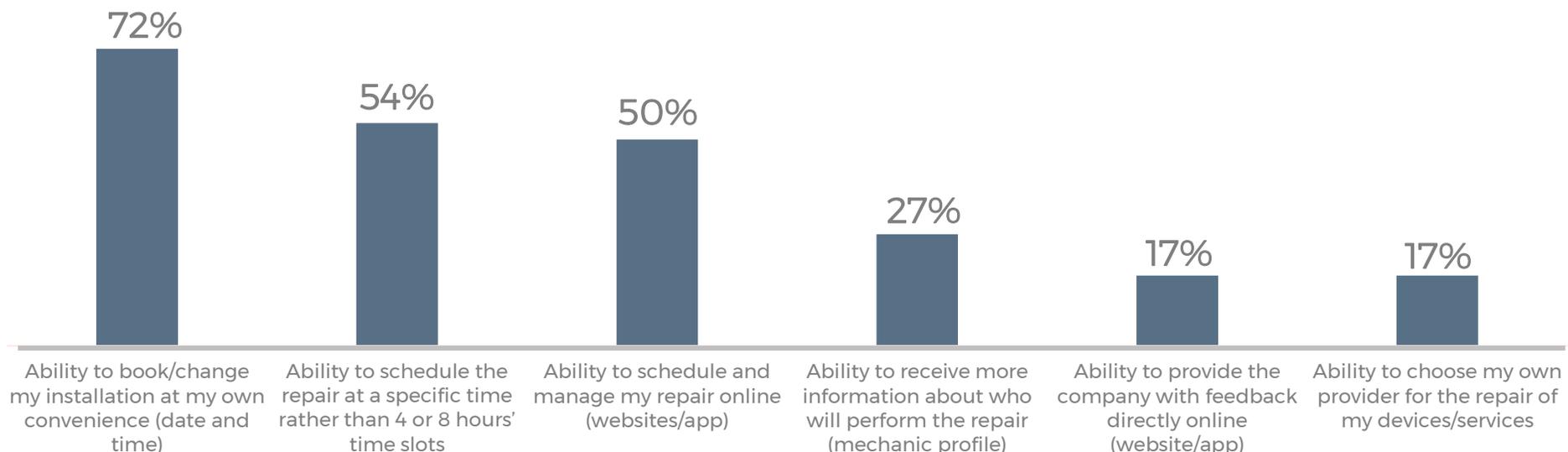
**MULTIPLE ANSWERS POSSIBLE*





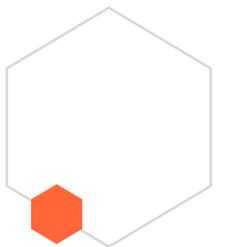
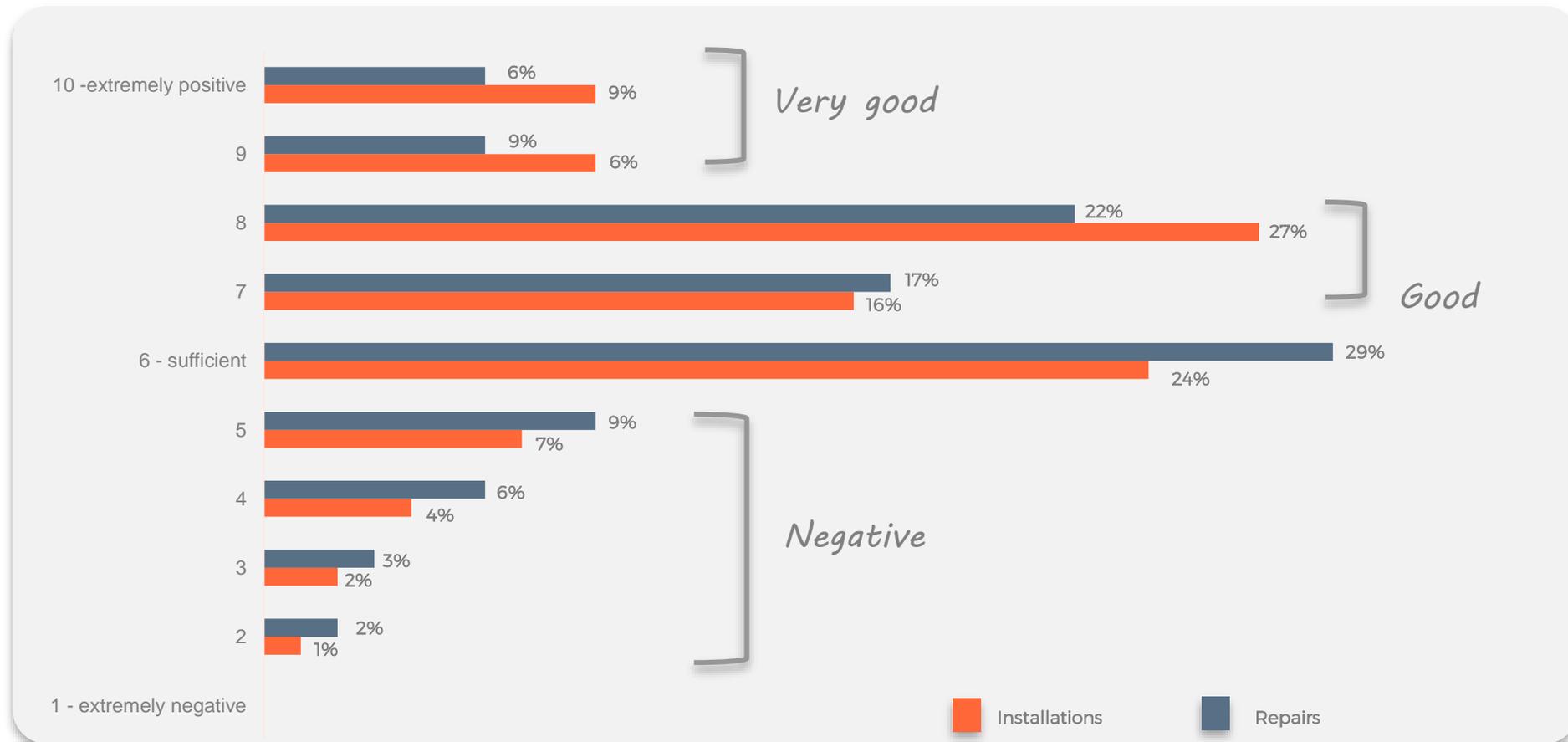
MANAGING REPAIRS INDEPENDENTLY

When it comes to in-home repairs, more than **70%** of UK consumers would like to be able to book or change the date and time of the service independently. Scheduling and managing repairs online and the ability to choose a specific time over longer time slots, follow right after.



A GOOD LEVEL OF CUSTOMER SATISFACTION

On average, UK customers are quite satisfied with the quality of installations and repairs. On the other hand, repairs always record lower scores in terms of customer experience.





CROWDSOURCING SOLUTIONS FOR BUSINESS

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 in the United Kingdom from 980 respondents.

Would you like to receive more information?

Contact us at press@roamler.com

www.roamler.com