

**Topic:** No such thing as 'out-of-scope' support:

*Future leading technology service providers will expand from supporting their products to supporting their customers*

**Discussion Leader:** Frank Kouretas, VP - Products & Marketing, Radialpoint

Frank brings 14 years of experience in leading product development, product management and marketing. Frank joined Radialpoint in 2006 and currently heads all Product Management and Marketing functions. While at Radialpoint Frank has led several product initiatives including Radialpoint's core PTS platform, and various market offerings around Premium Technical Support, Security, and Online Backup. Frank brings significant experience in Platform product management and Software as a Service. Prior to joining Radialpoint, Frank was a Director of Product Management at Data Valet where he launched successful SaaS offerings to market focused on smart network management solutions, and service delivery platforms. He holds a Bachelor of Commerce from Concordia University.

**Summary:**

As consumer technology in the home becomes more complex and interconnected, products can't be fully leveraged without resolving multi-vendor technology issues in the home; should that be left to the frustrated consumer, an OTT competitor, or perhaps another competing service provider?

Consumer technology support complexity is growing, and its importance in building relationships with your customers is evident. Service providers that can proactively help customers resolve multi-vendor/multi-device technology issues will have the inside track on customer loyalty, increased revenue, and compelling differentiation. Even more importantly, they will have the opportunity to learn more about the behaviors that drive customer engagements and therefore improve their Customer Experience Management capabilities overall. Offering a separate Premium Technology Support (PTS) program is an important step, but likely the first step toward offering a broader premium support experience, where all customers (not just the ones subscribed to a PTS program) can reach out to their service provider for end-to-end support for advice on their technology.

The purpose of this call is to consider/debate a vision of broadening scope of support, with the technology support experience being used proactively as a tool for greater customer satisfaction, differentiation, and ultimately leading to higher customer lifetime value.