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## 4 Ways to Sell More Connected Products and Services



Consumer adoption of connected devices keeps climbing. It's estimated that each household will have 10 connected devices by 2020.<sup>1</sup>

Assurant's recent research, *The Connected Now Special Report*,<sup>2</sup> looks at what's driving connected product purchases. The report identifies five consumer segments, each with their own wants and worries. Interest in buying connected products remains high across all the segments. But the desired types of support and protection varies by each consumer segment.

It's important to understand each segment's needs so you can tailor programs for them that ensure their connected life is always up and running. Understanding their preferences and buying behaviors lays the groundwork for how to sell connected products while improving their experience. We detail each segment's preferences in our **"Connected Consumers: 5 Key Segments and How They Buy" e-book**.

**Here are four insights that can help you sell more connected products and services:**

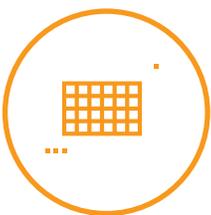


## 1. Stay Attuned to the 5G Trajectory

97% of consumers said they might make a first-time purchase in at least one connected product category in the next 12 months. And consumer readiness for 5G will drive significant change across many connected tech markets. With 5G, consumers have more opportunities to use connected products and services in daily life.



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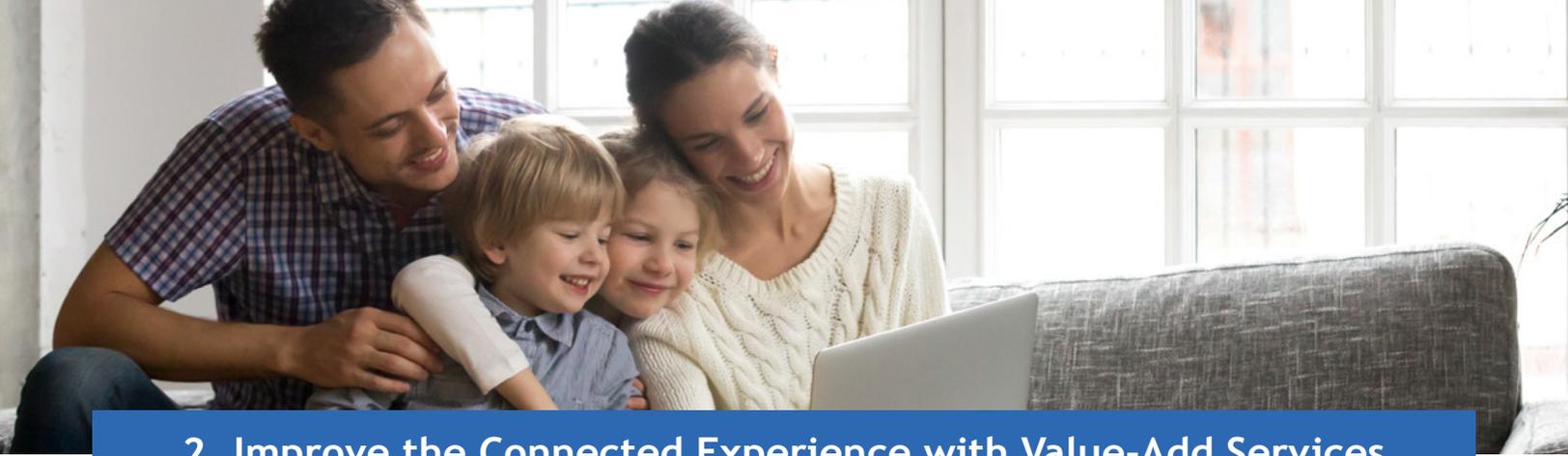


5G = significant change + more opportunities



The 5G rollout will bring faster speeds and a new level of dependency on new product offerings. For example, mobile over-the-top (OTT) viewership rose significantly in the past few years. One in five connected consumers increased the share of time they spent watching OTT video via smartphone or tablet rather than TV. And we expect 5G to enable further growth of OTT video viewership.

Increased network capacity, download speeds and better device performance could enable 5G to be a major growth driver for providers. To take advantage of this trend, you'll need to be ready to sell both 5G-enabled products and the services to protect and maintain them.



## 2. Improve the Connected Experience with Value-Add Services

Positive customer experience and satisfaction from day one are important factors in gaining greater share for connected tech markets.

The support services you provide around connected products have a big impact when it comes to driving actual purchases. Consumers want to know they'll get a frictionless experience from setup to issue resolution before they buy. When you understand the different kinds of connected consumers, you can offer them the products and solutions that will result in more sales.

If you're trying to provide a strong experience for Technophiles, for example, they have more devices and need more help getting devices to work together. They'll be interested in upfront **support** to get devices up and running, **protection** in case something breaks, and **upgrade programs** to trade in old products for new ones.



upfront support to get devices up and running



protection in case something breaks



upgrade old products for new ones

If you're selling to Technophobes, on the other hand, you'll have to help them overcome their fear of jumping into a connected home. You'll need to play up services with 24/7 support and highlight how they can talk to a real person on the phone who will answer their questions. Get more info on which services resonate with different customer types [here](#).



### 3. Recognize and Respond to Interoperability Across the Ecosystem



Connected product owners use their devices — a lot.  
**70%** of connected products are used several times a week.



**There's an expectation that a connected life means seamlessly connecting homes, cars and mobile devices. Providers need to facilitate this. But offering the latest product isn't enough, not when the ecosystem keeps growing more complex and disparate devices need to work seamlessly. You need to support consumers from the moment they purchase with setup, installation, education and beyond. They want more value when it comes to product lifespan — they value added benefits, and they're willing to pay for them.**

Consumers need partners to stay connected. This offers ripe sales growth opportunities for companies that provide connected device service and support. Understanding which consumer segments you're working with will enable you to offer the value-added services they need — and ultimately deliver the connected ecosystem they want.



## 4. Extend Protection Beyond the Warranty

As the sheer volume of connectedness grows, consumers increasingly depend on digital products to manage daily life. This is especially true for smart home appliances and mobile devices.



say that a two-year warranty can influence the purchase of a connected appliance

Buyers want their products to function as expected 100% of the time and become frustrated when they don't. As products become increasingly expensive, consumers expect to get what they pay for and to have any issues covered. In fact, **43%** of respondents to the 2019 Assurant Connected Now survey said they would be more likely to buy a connected appliance, for example, if it came with a two-year extended warranty.

Protection matters. When it comes to connected products — whether it's a phone, TV, smart speaker or appliance — it's more than frustrating for consumers when something breaks. And if tech support can't solve the issue, that's where protection becomes critical. Consumers want to know who to call when something breaks and they don't want to worry about the high costs of repairing or replacing it themselves.

For example, among Wi-Fi home camera and video system buyers, **29%** of survey respondents said they'd be more likely to buy one if it came with protection against loss, damage and theft. Similarly, **26%** of consumers who buy connected products for their pets said that loss, damage and theft protection would positively influence their purchasing decision.

A well-managed **protection plan** gives your customers peace of mind and builds loyalty toward future purchases.



of respondents more likely to buy with protection plan



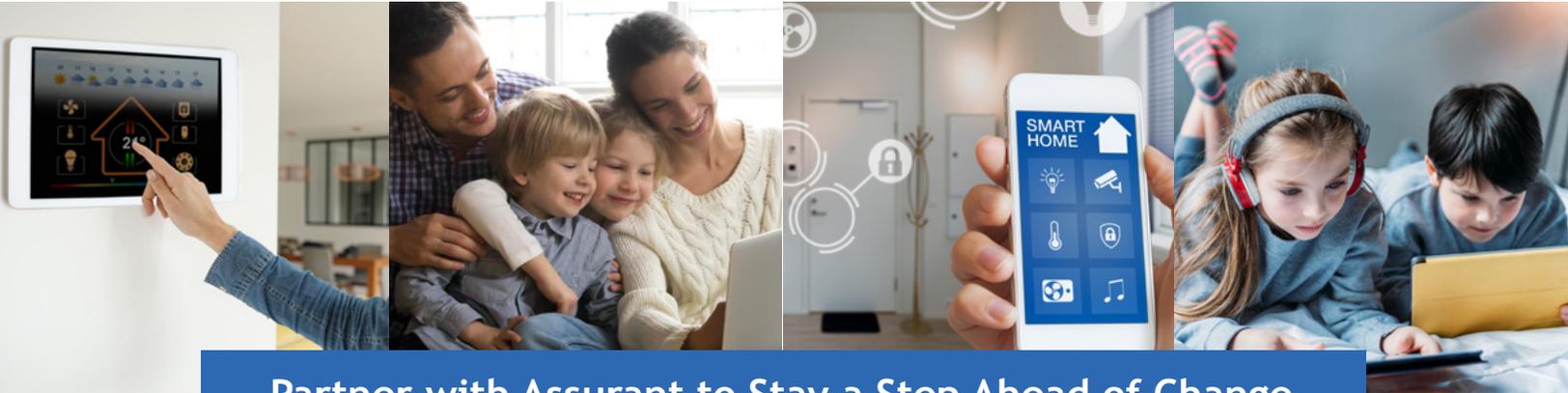
said theft protection would positively influence their purchase



protection plans offer peace of mind and build loyalty



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## Partner with Assurant to Stay a Step Ahead of Change



Connected living is here to stay. And you need to remain a step ahead in this connected, quickly evolving world.

**69%** of U.S. consumers say connected tech makes life better. Assurant is committed to supporting you achieving that goal.



**We're here to support, optimize and protect your customer's connected world — and keep them connected to you. Contact us today to learn more.**

<sup>1</sup> Frost & Sullivan, *Connectivity and Convergence - Connected Living*, March 2019

<sup>2</sup> Assurant, *The Connected Now Special Report*. Research on connected life collected from a representative sample of 1,243 U.S. adults January 2019