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## Connected tech is taking center stage, but consumers still hesitate to fully adopt.

The connected tech ecosystem is shifting quickly. Mobile phones, tablets, smart appliances and other connected products are getting renewed attention. People don't just want to stay connected, they need to stay connected. But even though people look, our research reveals many struggle to make a purchase, leaving connected tech adoption rates lower than what they could be.

### The Gap:

There's a gap between the number of consumers who say they want to buy a certain product and the share of consumers who actually own the product.



## The Five Connected Consumer Types:

### Technophiles

- Loves all consumer innovations
- Youngest segment of connected consumers
- Most comfortable with connected tech

### Home Protectors

- Get comfort from connected control
- Want home to be a safe, stress-free sanctuary
- High rate of personal well-being

### Utilitarians

- Prioritize practical convenience
- Like intuitive tech
- Want access to support if something goes wrong

### Leisure Seekers

- Enjoy digital entertainment
- Appreciate convenience of streaming services
- Like devices to access their digital entertainment ecosystem

### Technophobes

- Engage infrequently with connected tech
- Oldest segment of connected consumers
- Worry about overspending



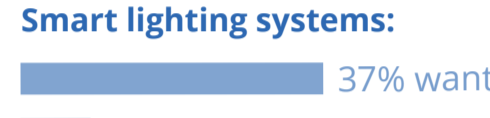
### Smart Home

- WANT
- OWN

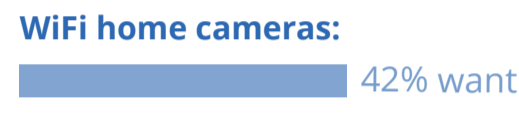
### Robotic vacuums:



### Smart lighting systems:



### WiFi home cameras:



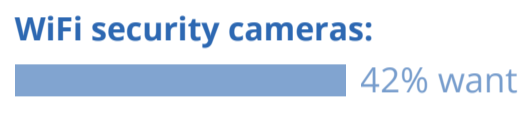
### Smart thermostats:



### Smart home voice speakers:



### WiFi security cameras:



### Smart sprinkler systems:



### Devices for pets:



**Technophiles, Home Protectors, and Utilitarians like these products. They want to automate daily tasks and ease of use in their homes.**



### Smart Car

- WANT
- OWN

### Bluetooth door locks:



### Care diagnostic apps:



**Technophiles and Utilitarians like these products. They want to automate daily tasks and stay ahead of potential problems.**



### Entertainment & Convenience

- WANT
- OWN

### Action cameras:

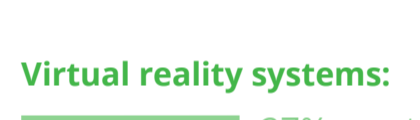


### Wearable health devices:



**Leisure Seekers and Technophiles like these products. They want to experience the latest technology for fun.**

### Virtual reality systems:



## Moving consumers from consideration to ownership

The good news is that consumer frustrations with connected technology are decreasing. This is because there's a bigger emphasis on customer experience and support.



**To help consumers feel more comfortable adopting new technology, companies have to solve these frustrations:**



Excessively long repair times



Fear of expensive item breaking



Disappointing performance



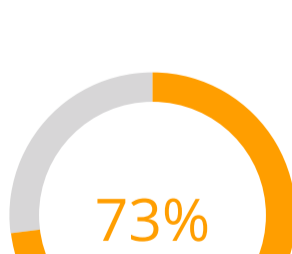
Inadequate self-help resources



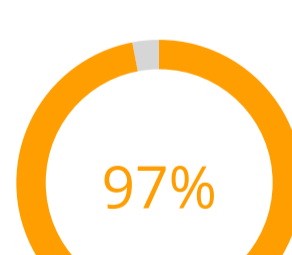
Uncsure of how to dispose old item

What they're looking for is peace of mind, convenience and a sense of empowerment in the connected world. **Are you meeting those needs?**

**Consumers are more likely to buy a connected product if they can purchase support services along with it. According to our research:**



73% of consumers said they're more likely to go through with a purchase if it included one or more of these value-added services:



97% of consumers said they might buy a connected product in the next 12 months.



On-demand tech support



Protection against theft, loss or damage



Extended warranty

## Protection and support for the connected lifestyle



Clearly it makes good business sense to offer consumers services that give them confidence about making a connected-product purchase. Assurant is an expert in this area. We've been providing protection and support for every type of product imaginable for more than 35 years.

We have support and services for all home, auto and personal connected devices, and each year our agents handle more than 18 million calls, emails and chats across our global care center and certified partner relationships.



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Contact Assurant to find out more about how we help partners better serve connected customers.