

A Mavenoid guide
to better support



The ultimate support guide for consumer electronic brands



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Taking the tech world by storm

By 2027, the global consumer electronics industry is expected to be worth a staggering \$989 billion. Peek into a modern household, and it's no wonder why. On any given morning, the average person might:

-  Wake up via the alarm on their smartphone
-  Review sleep tracker data on their wearable device
-  Brush their teeth using an electronic toothbrush
-  Turn on their coffee machine
-  Grab breakfast ingredients from their refrigerator
-  Watch the morning news on their smart TV
-  Break a sweat on their treadmill

Just like that, they would have used several consumer electronics products in no time at all. And that's only the start of their day—the list goes on and on.

Competing in a crowded market

From TVs and tablets to digital cameras and drones, consumer electronics have clearly taken the tech world by storm. Today, consumer electronics demand is sky-high—and so is competition.

Beyond competing on price, quality, and product innovation, consumer electronics brands also vie to offer the best customer experience possible. As players in a crowded market, these companies can't afford to deliver subpar product support—especially given that their customer base is largely made up of Millennials, 81% of whom have already turned away from their favorite brand after just one negative experience.

Wondering what steps you can take to improve your consumer electronics support and reduce customer churn? Mavenoid is here to help. In this guide, we'll share proven strategies for offering exceptional consumer electronics support—and highlight modern solutions that are custom-built to drive lasting success.



**After just one
negative brand
experience, 81%
of Millennials
would abandon
your company**

Top consumer electronics support strategies

It's no secret that investing in customer support can reap serious rewards. In a Microsoft survey of 5,000 people across the globe, 96% of respondents said customer service is important to their choice of loyalty to a brand. In fact, 93% of consumers are more likely to make repeat purchases at companies with excellent customer service—and customer-focused companies outperform their counterparts by nearly 80%. Meanwhile, companies that provide subpar support experiences pay the price:

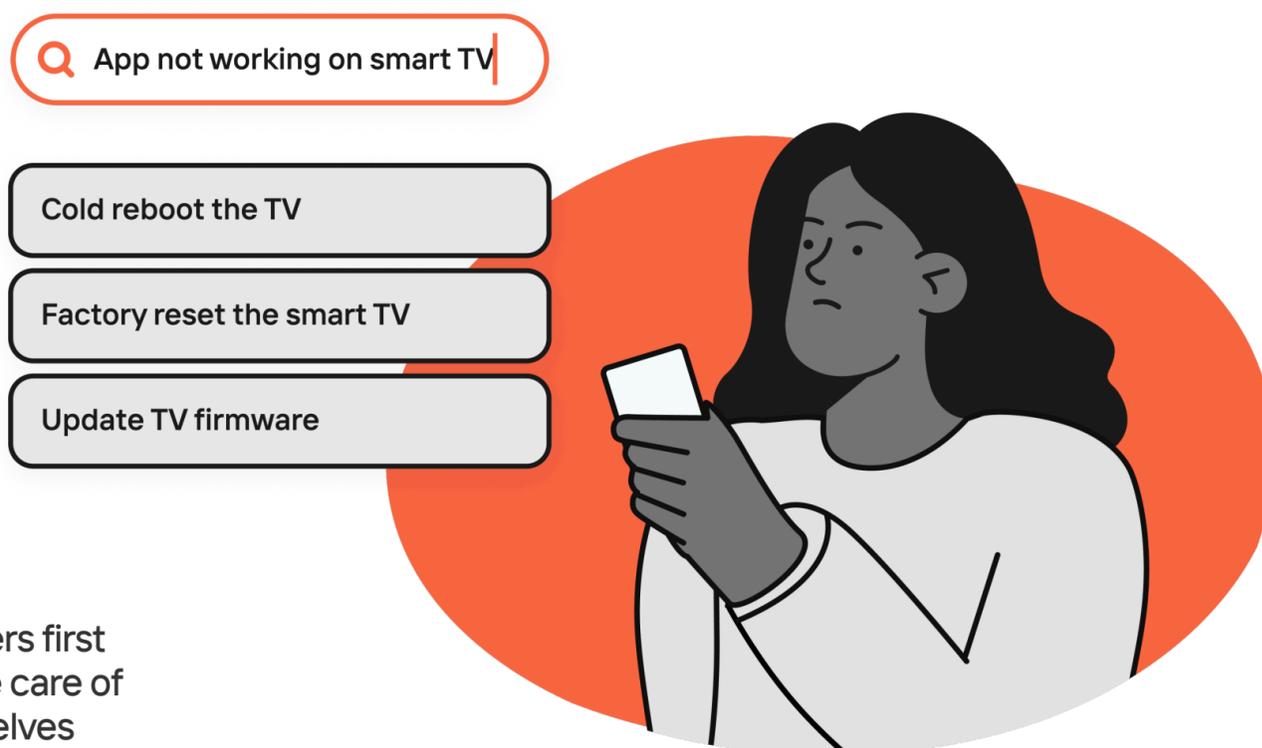
- 33% of U.S. customers would consider switching companies immediately following a single instance of poor service.
- 42% of customers will abandon a brand if it doesn't have a real-time customer support line.
- The average American company will lose 23% to 30% of its customer base each year due to a lack of customer loyalty.

The writing on the wall is clear: offer excellent product support, or your customers will find another consumer electronics brand to take your place. Of course, doing so is often easier said than done—which is why we've outlined four proven strategies to help you meet modern consumer needs.

Strategy #1: Invest in automation and self-service

When something goes wrong with their product, customers want instant explanations and solutions. No jumping through hoops, waiting on hold for hours to speak with an agent, or endless back-and-forths with unhelpful chatbots.

Convenience is a hot commodity in the customer experience era. In fact, 90% of customers rate an “immediate” response as essential or very important when they have a customer service question. What’s more, Harvard Business Review found that 81% of customers first attempt to take care of matters themselves before reaching out to a live customer service representative—and Statista studies show that 89% percent of U.S. consumers expect companies to have an online self-service support portal.



81% of customers first attempt to take care of matters themselves

To provide excellent consumer electronics support, you can't rely on human agents alone. After all, there are only so many agents available to assist customers at once—which can lead to torturous hold times and continuous churn. That's where automation and self-service solutions come into play: streamlining customer service, improving resolution rates, and boosting brand satisfaction.

Built to meet modern needs, tools like intelligent product assistants and comprehensive product FAQs give customers the ability to independently resolve issues whenever and wherever they want. Rather than waiting on hold, they can instantly access any information they need in the moment—then click away feeling accomplished, not aggravated.



Strategy #2: Prioritize omnichannel support

Consumer electronics support isn't one-size-fits-all. Instead of limiting support to only one or two channels, companies should implement a hybrid support model: simultaneously leveraging multiple channels to provide the right level of support at the right time.

A staple of modern product support, the hybrid model offers welcome flexibility—meeting customers where they are through a variety of tools including self-service assistants, AI feedback loops, and live video support.

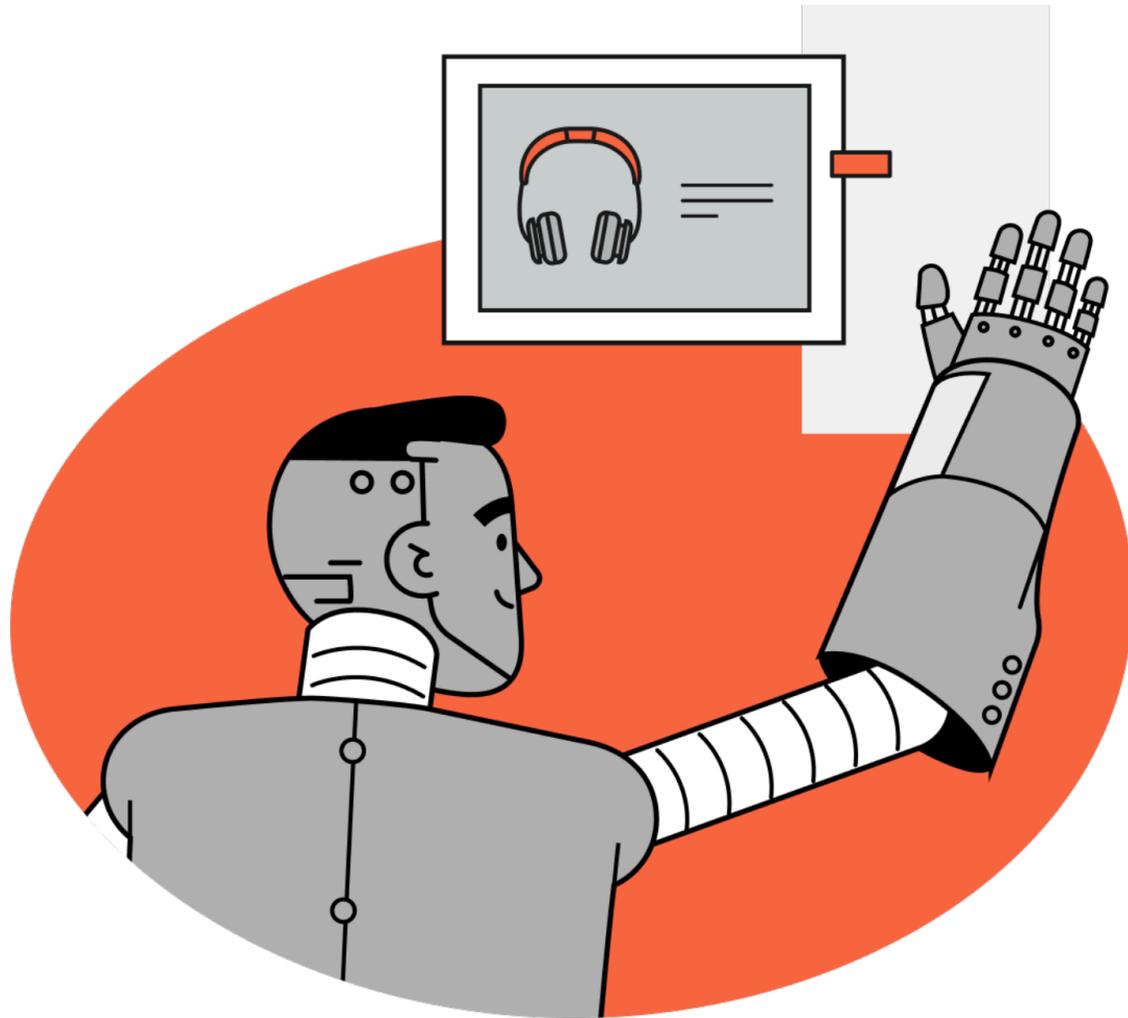
By leveraging smart technology and people, consumer electronics companies can reap the benefits of both. Solutions like AI offer speed and cost savings, seamlessly resolving simple issues that would otherwise waste your support team's time. Meanwhile, human agents can expertly tackle tickets that require more in-depth troubleshooting.

Strategy #3: Reduce response times

Picture this: a new parent puts their infant down for bedtime, then heads downstairs to turn on the baby monitor. But the screen remains black. Eager to solve the problem and get on with their night, they open your app and search for a product FAQ. There is none. They scan for a self-service assistant—to no avail. Finally, they dial the customer support line...and hang up after waiting on hold for 30 minutes.

There are a million things on their to-do list, but now they won't get to any of them. Frustrated, they head back upstairs to the nursery since your product has failed them—and vow to pick up a new baby monitor from a different consumer electronics brand during their next shopping trip. At the end of the day, product issues are inevitable. But it's how you respond to them that determines whether or not customers will continue doing business with your brand.

Consumer electronics companies are celebrated for being on the cutting edge of innovation, and your customer support should also live up to that standard. By reducing response times through advanced technology, you can avoid customer churn and instill users with a strong sense of brand trust—two things that matter greatly in the long run.

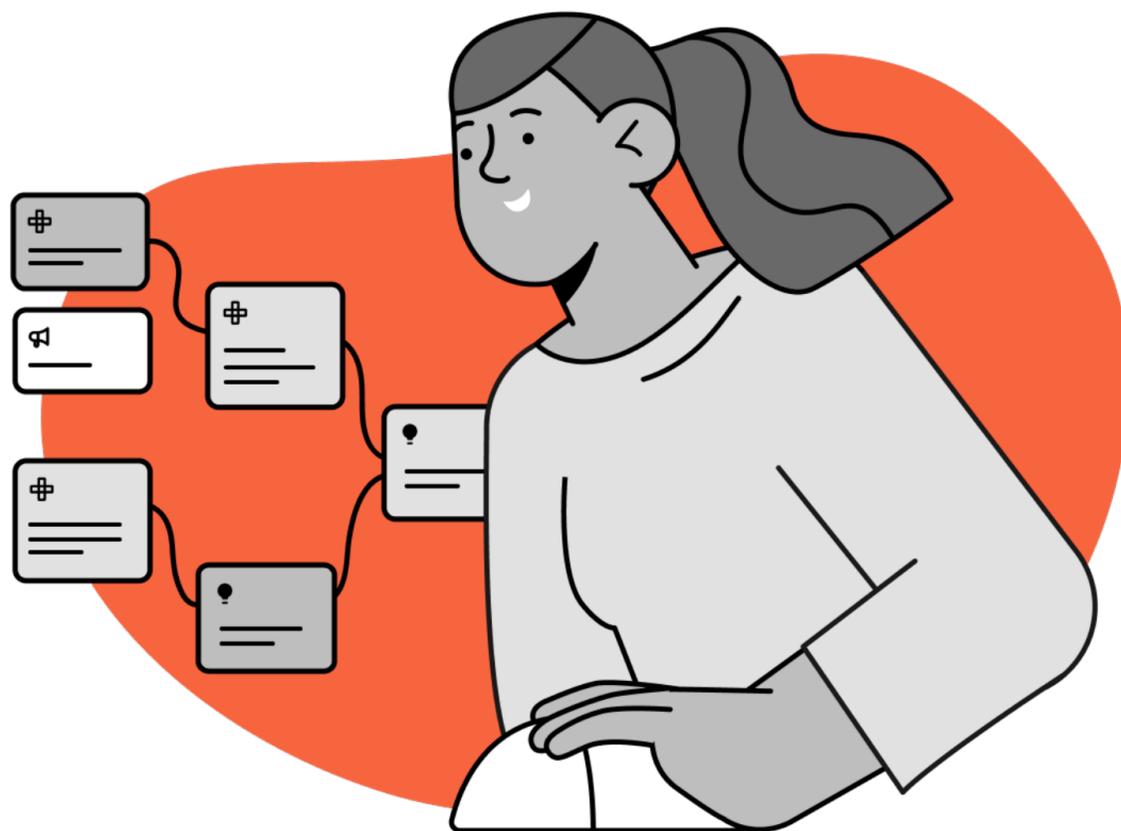


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Strategy #4: Leverage data-driven insights

Ongoing optimization is one of the most important pillars of phenomenal product support. Rather than focusing solely on how many customers request support, strive to understand *why* they do so since this data will matter more in the long run.

To that end, intelligent tools like Mavenoid's Flow Advisor use AI to automatically surface feedback from support agents and customers, creating critical feedback loops and translating insights into improvements that make your product assistant even smarter over time. By leveraging data to improve product support, you can make customers feel seen and heard—significantly increasing brand loyalty in the process.



“The powerful results of our A/B testing show that improving the way we offer troubleshooting to consumers needs to continue [being] a high priority. Mavenoid handles BSH’s internal complexity and quickly adapts to our global needs.”

Sebastian Pfahler

Project Lead of Contact Center Digitalization, BSH

Success story: How BSH streamlined support with Mavenoid

BSH is Europe's largest manufacturer of home appliances, with brands Bosch, Siemens, Gaggenau, and NEFF in their portfolio.

The challenge

BSH's call centers were experiencing high workloads and had identified that support requests were often repetitive. Due to a lack of user-friendly self-help options, many customers were instantly calling customer support as soon as there was a problem with their appliance. What's more, customers often needed to repeat themselves since there wasn't a smooth transition between self-help and booking an agent.

The solution

Fast forward to today, and customers no longer have to manually search through articles and manuals for answers. Instead, they can start by simply describing their problem. Mavenoid helps customers independently troubleshoot and solve many issues without contacting a human agent. With Mavenoid, BSH has increased the likelihood of a customer solving their own problem by 70%.

For problems that can't be solved with self-service, Mavenoid helps customers book human service. Agents get transcripts of what customers have already tried during self-service so they don't have to repeat themselves—making for a more streamlined, positive customer experience.



**With Mavenoid,
BSH customers are 70%
more likely to solve their
own problems**



Mavenoid was made for consumer electronics support

Purpose-built to support users of physical products, machines, devices, and gadgets, Mavenoid powers support for the world's most innovative consumer electronic brands —from scaling startups to leading enterprises.

Around the world, teams lean on Mavenoid to help them provide an excellent customer experience at every stage of growth. Ready to supercharge your consumer electronics support?

[Get a free demo](#)