

30% OF RETURNED IoT DEVICES HAVE NO DEFECTS.

Why are they being returned?

The growing number of connected devices in homes today poses a great opportunity for consumer electronics brands but also comes with numerous challenges, the biggest of which is unnecessary product returns. Here, we examine the true causes of these unnecessary returns and what brands can do to avoid them.

The problem is the home network or WiFi



OVER
50%

of consumers who set up smart home devices on their own experience a problem



45%

of technical issues with connected devices are due to **loss of wireless connectivity**

Finding support is difficult & frustrating

To resolve an issue with a connected device, the average consumer:



spends around 2.5 hours trying to find a resolution

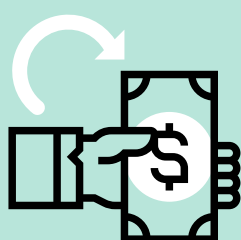


has up to 3 support interactions over multiple channels

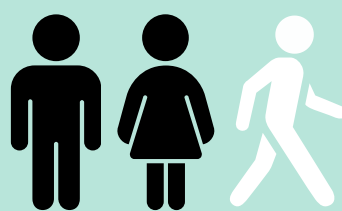


speaks with 2.1 different companies before finding a resolution

Most consumers give up before resolving



1 in 4 customers give up before finding a resolution and return the device for a refund



29% of consumers who experience set up issues end up switching to a different brand

Consumers need better support options



ONLY
47%

of consumers that received technical support were 'very satisfied' with the speed of resolution and the resources available to address their concerns

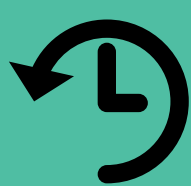


72%

of consumers would prefer self-service to resolve their support issues over picking up the phone or sending an email to support agents

RouteThis can help

RouteThis empowers consumers and support agents to easily identify and troubleshoot problems on the home network or WiFi that typically lead to setup and connectivity issues. With our platform, consumer electronics and smart home brands are able to:



reduce handle times for connectivity issues by **up to 50%**



deflect **up to 30%** of connectivity-related support calls



reduce product returns for setup and connectivity issues by **over 30%**

[FIND OUT HOW](#)

