

Consumer Technical Support Services Market - Growth, Trends, Covid-19 Impact, and Forecasts (2023 - 2028)

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Report description:

The Consumer Technical Support Services market is expected to register a CAGR of 7.3% during the forecast period. The market is expanding because of rising digital technology use across various end-use sectors and rising social media, online platforms, internet service, and smart computing device penetration. Also, one of the main things driving the growth of the market for technical support services is the growing need for cost-effective ways to improve productivity.

Key Highlights

The global digital transformation has brought about an increased number of software projects, which can be costly to develop in-house. Outsourcing maintenance and app development helps reduce software implementation costs and provides the technical expertise needed to deliver high-quality consumer services. Automation has changed the way business is done because most policies, strategies, and initiatives of organizations around the world depend on how well they can automate every process.

The international financial market has been transforming rapidly with the rise in the need for electronic billing, digital payment systems, and electronic data record maintenance, fueling demand prospects in the technical support outsourcing market. Notably, IBM reported that chat boxes handled approximately 87% of customer interactions and queries they received from consumers in the previous year by always being there for them. Their questions are quickly addressed and promptly answered.

However, the cost of outsourcing technical support to any third party compromises the quality of technical support, which leads to a compromise in the quality of front-end services like sales, the building of rapport with regular company customers, and a lack of understanding of the company's core products. These are some of the challenges limiting the technical support outsourcing market's growth.

Due to a lack of technical skills and understanding of technology, businesses in many different industries have turned to global technical support outsourcing vendors to handle the technical parts of their businesses. Also, original equipment manufacturers (OEM) and independent software vendors (ISV) are focusing on outsourcing technical support because it lets them focus on their

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core developments.

Businesses had achieved amazing speed in providing first-rate customer service and sensitive staff care due to COVID-19 and its quick adoption of internet channels among customers. With the requirement for cost-effective solutions to improve the efficiency and quality of the services and disruptions in the supply chain, most of the services and queries were resolved online, thereby driving the market's growth. The sudden shift to work-from-home models and a big rise in call volume during the pandemic put the business at risk at first, but over time, these changes have given the Global Consumer Technical Support Services Market a huge amount of potential.

Consumer Technical Support Services Market Trends

Help Desk Holds the Major Market Share

The Help Desk system holds a significant market share in the outsourcing sector of technical support. Regardless of whether the enterprise's physical placement is open or closed, a help desk can assist an end user. Businesses may save on operating expenses by freeing up personnel and putting them to use for their core strengths by outsourcing a help desk for technical assistance. Additionally, it aids businesses in boosting worker productivity and speeding up turnaround. Experts handling the jobs delegated to help desk providers use the most recent technology to deliver effective and efficient support solutions.

Due to the lack of capital funding, many businesses (SMEs) across the globe need help operating internal helpdesk services. For cost savings, these SMEs are focusing on outsourcing their technical support services to third-party vendors, which has been a key reason for creating profitable prospects in the global specialized support outsourcing market.

Meanwhile, the adoption of technical support outsourcing services is increasing globally, owing to their ability to free up in-house resources, offer cost-effective and qualified technical support, and maintain a help desk for clients and customers to help the business retain clients by providing prompt solutions for their issues.

Automation, like automated help desks in technical support centers, reduces costs and improves service quality standards. Use of chat boxes has recently increased exponentially, resulting in higher FCR (first call resolution) and reduced labor costs, enabling companies to dedicate their resources to their strengths or unique selling propositions (USPs).

The technical support center has a tiered staffing structure. The actual staffing plan is a pyramid, with Tier 1 staff at the lower level and Tier 2 support center analysts at the top of the pyramid. Routine calls are handled at Tier 1, and more complex issues are addressed by Tier 2 staff. Tier 1 support center analysts might handle 70% of contacts, while Tier 2 support center analysts handle 30% of connections. Replacing tier 1 with an automated help desk reduces operational costs and improves the quality of services.

Outsourcing technical services to third parties includes using customer relationship management (CRM) tools (help desks) that optimize the resources and enhance the capabilities. It promises to improve the human-machine experience, which increases businesses' overall performance. The systems support analysts to function at the level of a software engineer by facilitating problem diagnosis and solution identification using CRM tools, which inherently lower the cost of labor for the company and businesses.

In addition to Help Scout, several paid help desk ticketing systems are subscription-based, like Pro Profs, Zendesk, Front, Vision Helpdesk, and JitBit. Also, a few key systems that provide free services include HubSpot Service Hub, Freshdesk, Jira Service Desk, and several others.

Asia Pacific Market Has a Significant Growth Rate

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The Asia-Pacific region's major countries have the best talent globally. By outsourcing to service providers in the APAC region, businesses get access to the most experienced and best-trained workforce for their technical support center requirements. The lack of quality services at an affordable price in the west makes the APAC region a key player in the helpdesk support market. The rising trend of technical support outsourcing in many important industries, such as the automotive and IT sectors in the area, is expected to provide significant business prospects for the Asia Pacific technical support outsourcing market in the coming years. Most outsourcing firms are moving toward providing an in-house project manager to each client who will work closely with their internal teams, creating a win-win situation for both parties as the client will have more visibility and control over the processes. On the other hand, the outsourcing service provider will be able to increase the importance of the outsourcing team within the client's organization.

The APAC region is home to the top outsourcing service providers on the globe, and most of them are consistently upgrading their infrastructure to change their business models. By building local teams at major centers, these companies are cutting back on local APAC talent to provide clients with more executive-level customer engagement.

The deployment and development of 5G wireless technologies are key for developing IoT and IT outsourcing tools due to their higher capacity to handle higher volumes of data. With their superfast speeds and promise to end congestion by reducing latency and making the whole system more efficient, 5G technologies are expected to change the technical support outsourcing market in a big way.

China, India, Indonesia, and the Philippines have been the top helpdesk service providers to major global firms in the last few decades. But with the recent changes in government policies and education, countries like the Philippines, Malaysia, Singapore, etc., have been coming forward to compete with some of the major upcoming centers in the outsourcing domain.

Consumer Technical Support Services Market Competitor Analysis

The Consumer Technical Support Service market is fragmented, as it currently consists of many players. Several key market players are constantly working to bring about advancements. A few prominent companies are entering into collaborations and expanding their global footprints in developing regions to consolidate their positions in the market. The major players in this market include Accenture PLC, Collabera Inc., Tata Consultancy Services Limited, IBM Corporation, Aegis Plc (Essar), and several others.

In July 2022, Accenture launched the Advanced Technology Centers in India (ATCI), situated in Coimbatore, Tamil Nadu. As part of Accenture's global delivery network, the new facility would focus on developing and offering cutting-edge technology services to clients from all over the world and in all industries.

In May 2022, HCL Technologies (HCL) launched its Kubernetes Migration Platform (KMP) to help organizations accelerate application modernization. HCL KMP is an automated solution that helps organizations migrate workloads from Cloud Foundry and legacy on-premises environments to modern Kubernetes-based platforms. With KMP's reliable, repeatable, and cost-effective method, organizations can reduce risk and finish migrations up to 120 times faster and with less risk.

Additional Benefits:

The market estimate (ME) sheet in Excel format
3 months of analyst support

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