



# Empowering the smart home customer

**Best practices for exceptional support  
in the age of connected living**

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(a premium technical support service)



# SMART HOME TECHNOLOGY HAS REVOLUTIONIZED THE WAY PEOPLE INTERACT WITH THEIR LIVING SPACES

From automated lighting and heating systems to security cameras and voice-activated assistants, smart home devices offer customers convenience, efficiency, and enhanced security.

However, as adoption of these devices increases, so does the need for effective customer support to ensure users can seamlessly integrate and use these technologies in their daily lives.

The landscape of smart home technology is changing quickly. This guide outlines the current best practices in supporting customers who use smart home devices and technology.

## 67%

**of consumers  
believe internet-  
connected devices  
have improved  
their lives — up  
16% since 2022.<sup>1</sup>**

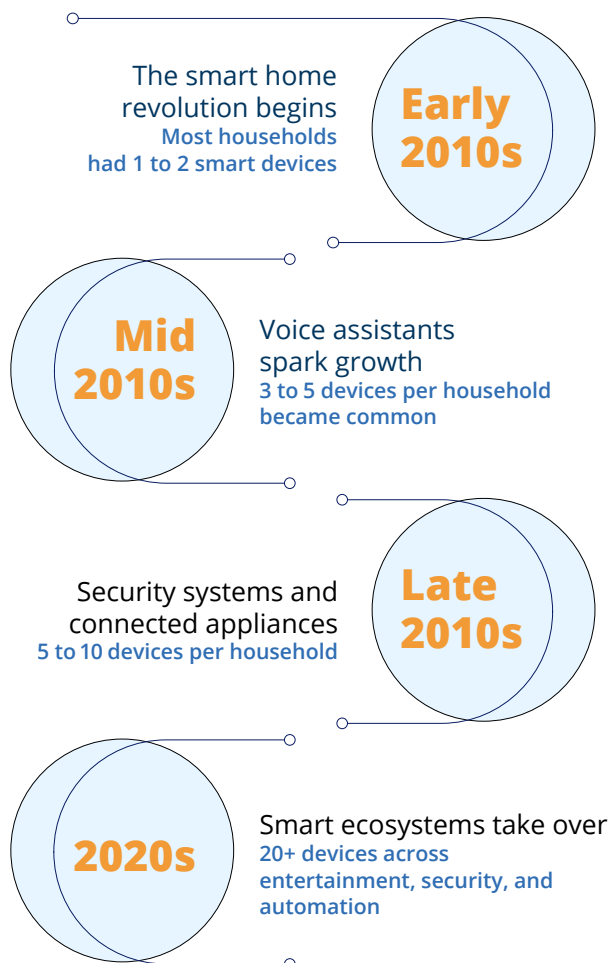
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**We always overestimate the change that will occur in the next two years and underestimate the change that will occur in the next ten. Don't let yourself be lulled into inaction.**

”

– Bill Gates

# THE RISE OF SMART HOMES



These trends suggest that the smart home technology market is not only growing, but also evolving, with consumers increasingly integrating a wider array of devices into their daily lives.

This evolution emphasizes the need for robust and adaptive customer support frameworks that can address the diverse and expanding needs of users.





# UNDERSTANDING CUSTOMER NEEDS

## ►► **Best practice: personalization**

One of the most critical aspects of supporting customers with smart home devices is understanding their individual needs. Personalization means tailoring support services to each customer's unique environment, preferences, and device ecosystem. **You can achieve this by:**

- ✓ **Analyzing customer data** to identify usage patterns, preferences, and past support interactions
- ✓ **Offering customized solutions** based on the customer's smart home setup
- ✓ **Providing targeted recommendations** for device configurations and integrations

## ►► **Best practice: proactive support**

Proactive support involves anticipating potential issues and addressing them before they become problems. **This includes:**

- ✓ **Regular software and firmware updates** to ensure devices are secure and functional
- ✓ **Monitoring common device issues** and proactively notifying customers with solutions
- ✓ **Offering educational resources**, like tutorials and self-help guides, to empower users

## **USE CASE**

Through Assurant's Personal TechPro<sup>SM</sup> service, customers receive unlimited access to expert tech support that's tailored to their specific devices and setup. Whether it's configuring a smart thermostat or integrating a new voice assistant, Personal TechPro agents use customer history and device data to offer solutions that feel intuitive and relevant.

# 58%

**of consumers report anxiety over potential malfunctions or repairs,<sup>1</sup> highlighting the need for personalized, reassuring support.**

# EFFECTIVE COMMUNICATION

## ►► Best practice: multichannel support

Providing support through multiple channels ensures that customers can get help in the manner that's most convenient for them. **You can do this by:**



Offering support via phone, email, chat, and social media



Ensuring that support agents are trained to handle inquiries across all channels



Using CRM systems to track interactions and provide consistent service



Offering self-service options and content for customers who prefer to troubleshoot on their own



# 33%

**of consumers say on-demand tech support would make them more likely to purchase connected devices.<sup>1</sup>**

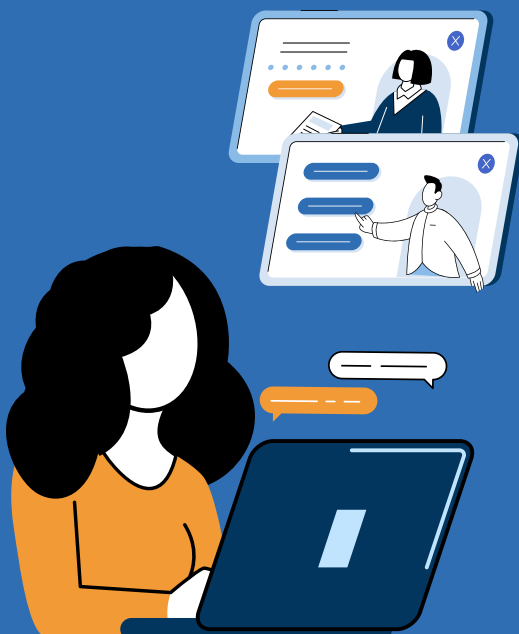
# EFFECTIVE COMMUNICATION

## ►► **Best practice:** clear and concise information

When communicating with customers, it's essential to provide clear and concise information.

**You can do this through:**

- ✓ Using simple, jargon-free language
- ✓ Providing step-by-step instructions for setup and troubleshooting
- ✓ Creating visual aids such as diagrams and videos
- ✓ Using technology to guide customers through the resolution process



# 60%

**of consumers feel curious about new tech, but 34% feel anxious, and 39% feel overwhelmed.<sup>1</sup>**

## USE CASE

Assurant's omnichannel support ecosystem is designed for consumer clarity and accessibility. It helps meet customers where they are, whether they prefer a quick chat, a deep-dive call, or a DIY fix.

**Our multichannel support includes:**



Multilingual, live agent support via phone, chat, and virtual appointments



Pocket Geek® Mobile, Pocket Geek® Home, and Personal TechPro<sup>SM</sup>, which offer:

- + Support for 100,000+ devices
- + One-tap access to tech experts
- + Self-help libraries with 1.5 million pieces of tech guidance material, including interactive, device-specific tutorials, user manuals, videos, tips and tricks, and how-to and troubleshooting guides
- + Remote diagnostics and screen sharing that allow agents to guide customers visually



Branded partner experiences, allowing companies to deliver seamless support under their own brand

# TECHNICAL EXPERTISE

## ►► Best practice: training and certifications

Support agents must have a deep understanding of smart home devices and technology.  
**Expertise can be built through:**

**Regular training sessions** to keep agents updated on the latest devices and features

**Hands-on simulations** that replicate real-world issues and integrations

**Certification programs** to ensure agents are qualified to provide expert support

**37%** of consumers wish laptops had better tech support, followed by 32% for desktops.<sup>1</sup>

## ►► Best practice: intelligent fulfillment

Today's smart home customers expect fast, seamless service, not just in support, but also in how their devices are repaired or replaced. Intelligent claims fulfillment ensures that, when something breaks, resolution doesn't feel like a further inconvenience.  
**Intelligent fulfillment includes:**

**Flexible service options** that allow customers to choose what's right for them

**Machine learning** that continuously improves outcomes

**Automated decision-making** based on past claims and customer preferences

## USE CASE

Assurant's dynamic fulfillment platform transforms the claims experience by offering personalized, real-time resolution options.

When a customer initiates a claim — whether via app, phone, portal, or in-store — Assurant's patented, AI-powered algorithm instantly ranks the best fulfillment path based on:

- ✓ Device model
- ✓ Terms of service
- ✓ Location
- ✓ Cost
- ✓ Risk profile

It then presents customers with tailored options like:



Walk-in repair at 1,100+ global locations



1,200 in-home repair providers



Same-day replacement with setup



In-store technician support



Express routing for urgent claims

Each fulfillment option is backed by Assurant agents who undergo ongoing technical training, scenario-based learning, and security and privacy education.



Scan to learn more about our dynamic fulfillment platform.

# CUSTOMER FEEDBACK AND IMPROVEMENT

## ►► **Best practice: gathering feedback**

Collecting customer feedback is crucial for continuous improvement.  
**You can do this by:**

- ✓ Conducting **surveys and interviews** to gather insights
- ✓ Using **feedback forms and follow-up calls** to understand satisfaction
- ✓ Leveraging **AI to analyze support transcripts** and identify trends
- ✓ **Reviewing feedback regularly** to identify common pain points
- ✓ **Piloting new tools and workflows** before full rollout
- ✓ **Updating support content** to reflect evolving smart home ecosystems

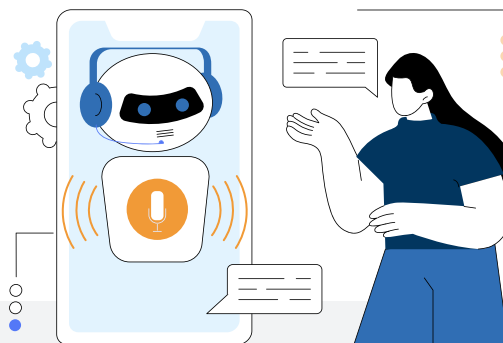






## USE CASE

Assurant integrates generative AI into its chat and voice support to boost real-time customer service. This system is trained using real historical customer inquiries and tested against common support scenarios.



### How it works

AI suggests responses during live interactions → Agents accept suggestions as-is **80%** of the time → AI learns from agent choices and customer feedback → Future responses optimized for better satisfaction → Personalized support scales with consistency

### The impact

**+9** CSAT points

**2×** agent productivity

# SMARTER HOMES DEMAND SMARTER SUPPORT

Supporting customers who use smart home devices and technology requires a comprehensive approach that combines:



By adhering to these best practices, support providers can ensure that customers have a positive experience with their smart home devices, leading to increased satisfaction and loyalty.

**As smart home technology continues to evolve, so too must the support systems that empower users to make the most of their connected lives.**

## ABOUT ASSURANT

Assurant is a leading global provider of connected living solutions, helping brands deliver exceptional customer experiences through innovative support, protection, and technology services. From smart home devices to mobile ecosystems, Assurant empowers users to stay connected and confident.

If you're ready to upgrade your customer support strategy and deliver smarter, more personalized service, contact us today to learn how Assurant can help.

<sup>1</sup>[2025 Connected Consumer Trends Report](#)