

LOWELL, Mass., Sept. 16, 2013 /PRNewswire/ -- [PlumChoice](#), a white-label tech support services provider that helps top companies deliver high-value customer experiences throughout a product's lifecycle, will partner with Parks Associates to present ["Success in Premium Tech Support: A How-to Guide"](#)

on
Wednesday, Sept. 18
at
2 p.m. ET

The free [webinar](#) will arm customer experience, business development, product management, application services, service planning, and marketing and call center operations executives with the tools they need to launch and grow advanced technical support programs that simultaneously drive revenue and create positive customer experiences. Interested parties can [request an invitation](#) from Parks Associates.

Presenters Wynn Grubbs, vice president of PlumChoice, and Patrice Samuels, research analyst at Park Associates, will provide attendees with the foundational knowledge they need to launch, optimize and/or transform their technical support programs to drive revenue and positive customer experiences, without compromises.

Participants will learn about:

- The financial, operational and go-to-market premium tech support levers available
- The steps for determining the best tech support products for their business and their customers
- How to leverage the support channel to generate revenue and grow customer loyalty

"Many executives in our industry think they have to sacrifice revenue to deliver truly excellent customer experiences. The truth is, advanced tech support services drive loyalty *and* act as

new revenue streams – while also providing differentiation for core products and services," said Grubbs. "We've seen companies increase their revenue 20 percent per customer and increase CSAT scores. The challenge is in sorting through the various service options, and ensuring that your solution will be implemented thoughtfully, efficiently and cost-effectively."

Executives in the telco/cable, managed service provider (MSP), multiple system operator (MSO), retailing, consumer electronics manufacturing, warranty provider, and software and AV/AS provider industries are invited to attend this free webinar. To request an invitation, visit <http://www.parksassociates.com/plumchoice-webcast-2013>

About PlumChoice Fortune 1000 manufacturers, retailers, and telecommunications and software companies partner with PlumChoice to deliver optimal customer experiences to consumers and SMBs through white-labeled solutions that support the full technology lifecycle – from buying and installing to fixing and enhancing products. With a unique sales model, expert agents and customizable, proprietary support technology, PlumChoice helps its business partners deliver seamless customer experiences and technical insights that build loyalty and drive revenue.

About Parks Associates Parks Associates is an internationally recognized market research and consulting company specializing in emerging consumer technology products and services. Founded in 1986, Parks Associates creates research capital for companies ranging from Fortune 500 to small start-ups through market reports, primary studies, consumer research, custom research, workshops, executive conferences, and annual service subscriptions.

The company's expertise includes digital media and platforms, entertainment and gaming, home networks, Internet and television services, digital health, mobile applications and services, support services, consumer apps, advanced advertising, consumer electronics, energy management, and home control systems and security.

Each year, Parks Associates hosts industry webcasts, the CONNECTIONS™ Conference Series, and Smart Energy Summit: Engaging the Consumer.

SOURCE PlumChoice

PlumChoice and Parks Associates Present "Success in Premium Tech Support: A How-to Guide"

Written by Australian Business

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