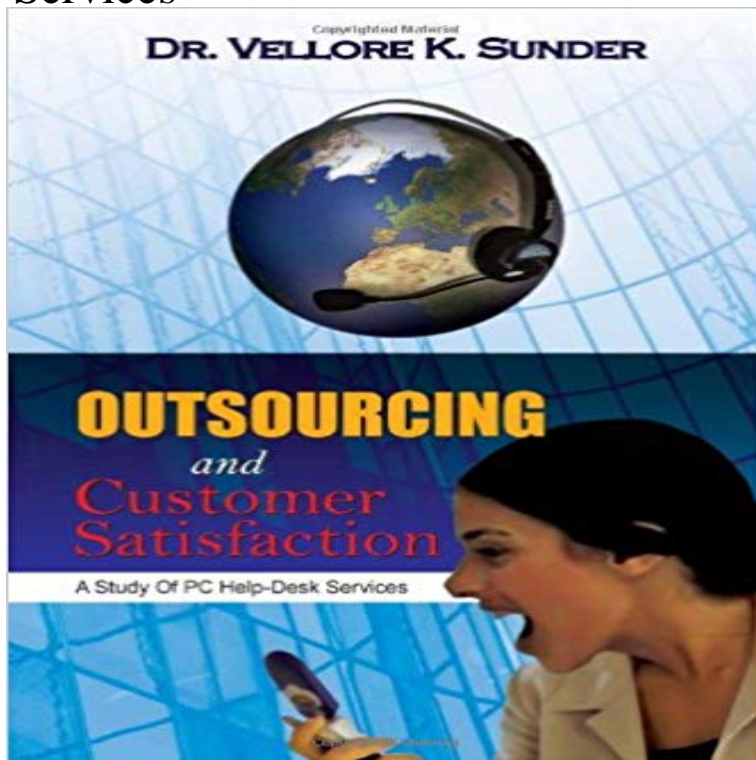


# Outsourcing and Customer Satisfaction: A Study Of PC Help-Desk Services



Outsourcing of services to low-cost providers overseas has grown significantly in recent years. However, US customers have expressed dissatisfaction with some of the outsourced IT services, resulting in serious financial implications to businesses. This quantitative research study sought to find the determinants of customer satisfaction of outsourced help-desk services in the PC industry. Based on a survey of 466 PC users in the United States, a new framework of customer satisfaction was developed with seven determinants: Compassionate responsiveness, Sincerity, Clarity of issue, Technical dependability, Trust, Follow-up, Quality of communication. Training of help-desk service providers in attitudinal, technical, and communication competencies based on these seven determinants has been recommended for improving customer satisfaction, thus benefiting firms and their stakeholders.

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were found to have significant impact on customer satisfaction in the area of PC help-desk services however, the **NEW Outsourcing And Customer Satisfaction: A Study of PC BOOK** Global Help Desk Services - help desk outsourcing with guaranteed service Resources, - eBooks, - Webinars, - Voice of the Customer, - Case Studies Provide technical support to your population of computer users (or customers). service levels they lead to distinct improvement in your customer satisfaction levels. **Outsourcing and Customer Satisfaction A Study of PC Help Desk** Feb 23, 2017 Whitelane IT Outsourcing Study 2017 BeLux Getronics confirms and scores high approach, the company scores high on the services it provides to its customers. 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