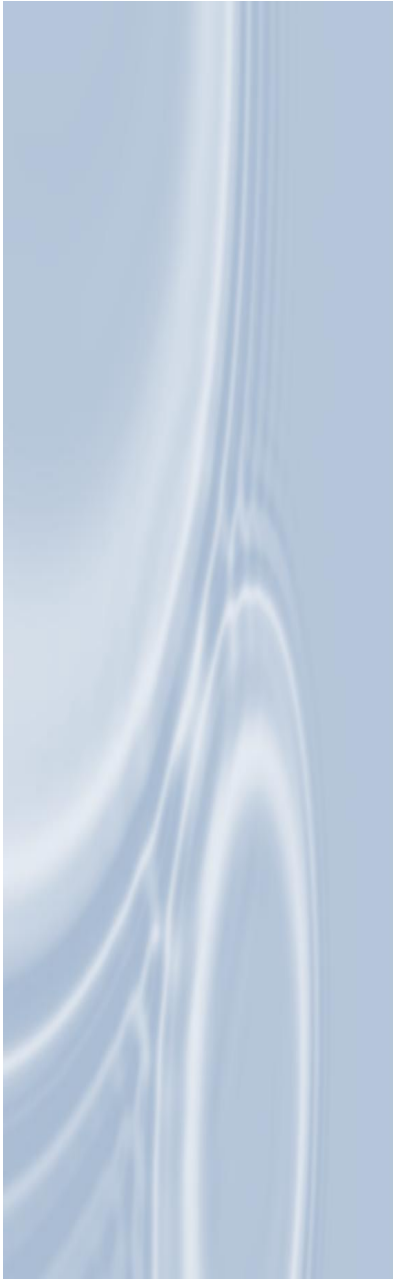# The Benefits of HP Elite:
Premium Support at No Additional Cost

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TBR

TECHNOLOGY BUSINESS RESEARCH, INC.

Technicians that reduce the hassles of support make customers happy

Executive Summary:

Businesses of all sizes agree: PC phone support is a lifeline to keep a business running. Support services reduce downtime when a PC malfunctions, helping lower the total cost of ownership of the systems. Support customers want a service that can save time and money, which is achieved through technicians skilled in listening, communicating and tailoring the support experience to match the specific needs of the customer.

HP has evolved to meet these needs by providing premium level support as an included service for HP Elite PC customers. TBR's HP Elite Phone Support Customer Satisfaction Study,[1] a U.S.-based study of more than 550 business end-users and decision makers, showed that HP is driving high customer satisfaction against competing standard support providers. The HP Elite premium technical support package is provided with the purchase of HP Elite series notebooks, desktops and workstations at no additional cost to the customer; thus customers receive a premium offering at the standard support level.

TBR's HP Elite Phone Support Customer Satisfaction Study shows that HP Elite support ranks No. 1 in overall customer satisfaction against the base included offerings of Dell and Lenovo. HP Elite also outscored Dell and Lenovo basic offerings in communication skills and technical knowledge satisfaction, two support technician characteristics customers deemed critical to saving time and money.

What do support customers want, and why?

Business customers rely on PC phone support to minimize downtime, achieve fast problem resolution, and ultimately lower costs. That means customers want a service that provides all these qualities by using time-saving characteristics such as listening and communication skills, a strong PC knowledge base and short wait times. Support is an important piece of the purchase decision; the value support provides weighs heavily when IT decision makers choose PCs. In TBR's HP Elite Phone Support Customer Satisfaction Study, nearly half of premium support purchasers rated premium support as very influential in making a purchase decision.

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[1] The HP Elite Phone Support Customer Satisfaction Study was commissioned with Technology Business Research, Inc. by HP. The study included an online survey, fielded between Oct. 21, 2011, and Nov. 4, 2011, of 557 U.S. HP Elite, Dell and Lenovo PC users who contacted phone support within six weeks of the survey timeframe. The study has an error rate of +/- 4.15% at a 95% confidence level.

Customers want: Communication skills and technical knowledge

Clear communication skills and technical knowledge are the foundation of a successful PC phone support service. Customers feel confident that competent, well trained technicians provide a faster diagnosis. Well trained technicians, coupled with understanding the problem quickly and clearly communicating a solution, leads to faster issue resolution. A fast solution to a PC problem is critical to customers, as it helps reduce operational downtime – saving time, frustration and money.

Through analysis of customer satisfaction of basic and premium phone support offerings, TBR found customers who utilize premium support are more satisfied with support technician communication skills than those who use basic support offerings. Customers reported higher satisfaction of technicians' technical knowledge from premium support over competing basic support offerings.

Customers want: Technicians that go off-script

Customers are most satisfied with technicians who tailor conversations to meet the customers' specific needs. TBR research reveals that customers appreciate technicians who go "off script," asking questions focused on the customer's issue rather than a standard, drill down method. The end result is time saved on the customer's behalf, and increased customer confidence in the resolution.

Customers want: U.S.-based support

TBR's HP Elite Phone Support Customer Satisfaction Study shows customers derive higher satisfaction from phone support that is perceived to be fielded within the United States. When customers believe they are contacting onshore support, they report higher satisfaction levels in several areas, including: wait time, communication skills, technical knowledge and issue comprehension. Support customers felt onshore service results in faster issue resolution of the technical issue, reducing downtime and sparing inconvenience.

U.S.-based phone support provides customers with tangible benefits to their organization. TBR's findings reveal that customers perceive time savings when speaking to technicians who understand local vocabulary and accents. Customers also reported better call clarity and higher wait time satisfaction when using support services believed to be delivered from an onshore technician.

Customers want: Technicians that understand their technical knowledge level

Like going off script, PC technicians add value to the support experience by speaking in terms the customer can understand. Knowledge of and comfort with IT varies greatly from customer-to-customer, from IT specialist to everyday user, which impacts the flow and dialogue of support calls. Technicians successful in tailoring conversation to match the customer's level of understanding increase
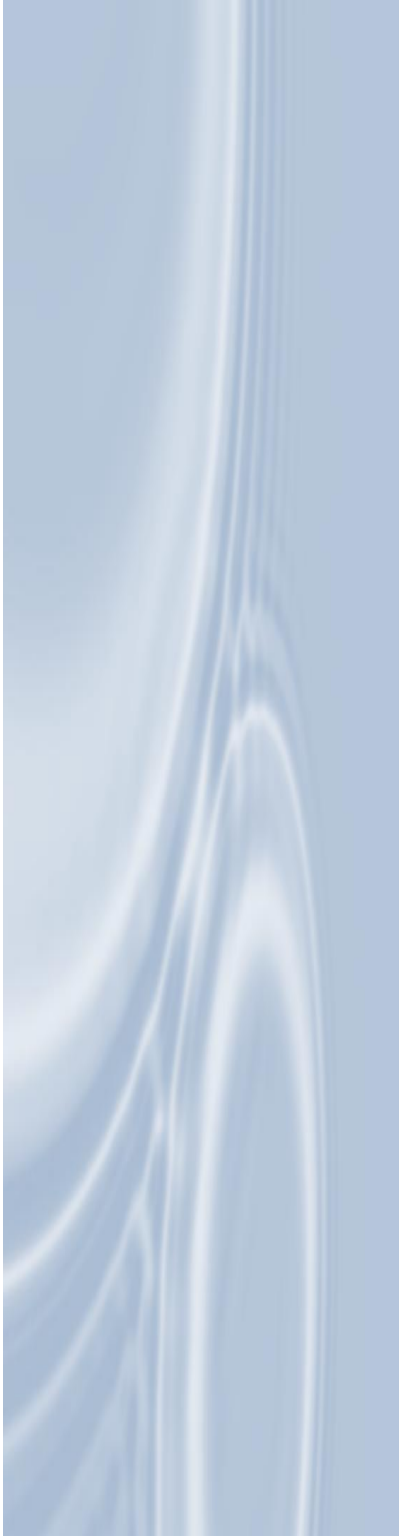
satisfaction by reducing frustration and confusion, thus shortening the average time spent on the call.

Technicians that tailor conversations to the specific technical knowledge of the customer drive higher satisfaction across business sizes. For many small businesses, IT staff and replacement PC supplies are limited. Phone support is a critical piece of the IT department, and many different types of employees may need to call phone support. This varies greatly from large enterprise, where customers calling for PC phone support are likely trained in IT, and demand an equally knowledgeable technician to field support calls.

HP Elite Support meets the primary support needs of customers

TBR's HP Elite Phone Support Customer Satisfaction Study shows higher customer satisfaction of premium PC phone support offerings over basic support included with the PC purchase. In TBR's HP Elite Phone Support Customer Satisfaction Study HP Elite phone support exceeded its competition by providing the satisfaction and capabilities of premium support at no extra cost to the customer. HP's Elite support is unique as it provides a premium level of service standard with every HP Elite PC purchase.

In TBR's PC phone support satisfaction study, HP Elite ranked No. 1 in customer satisfaction against Lenovo and Dell phone support services included with the PC purchase. Of these standard support offerings, HP Elite significantly[2] outranked its competitors in wait time, technician communication skills, and technical knowledge –three qualities which customers stated are critical to overall satisfaction. In addition, HP Elite outranked other included support offerings in technician attitude, issue resolution on first contact, follow through on promises, and issue comprehension.
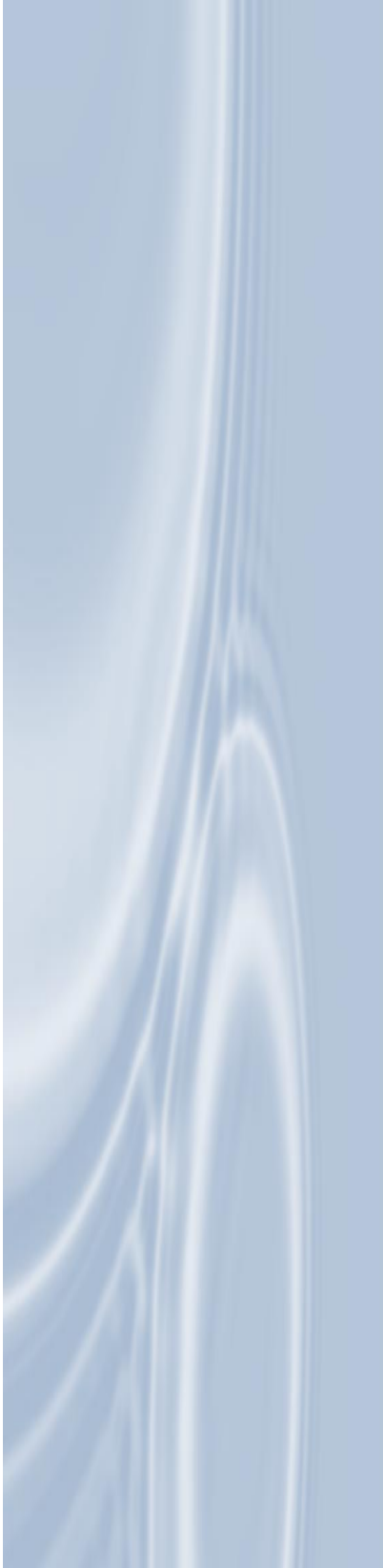
HP delivers: Clear communication skills and technical knowledge

Customers deem technical knowledge and communication skills as critical components to PC phone support. By training dedicated HP Elite support technicians, HP maintains high levels of technical knowledge among its staff to more promptly assist the customer. According to TBR's study, HP Elite delivers the highest rated technical support and communication skills against standard support offerings, saving customers' time through effective troubleshooting.

Customers from all business sizes are satisfied by the direct, fast solutions achieved through effective communication skills of HP Elite technicians. HP Elite technicians' communication skills ranked No. 1 against standard support offerings by customers from all business sizes – SMB, midmarket and large enterprise. In TBR's HP Elite Phone Support Customer Satisfaction Study, **HP Elite achieved the highest percentage of customers that stated they were very or extremely satisfied with standard and premium support services.**

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[2] The HP Elite Phone Support Customer Satisfaction Study has an error rate of +/- 4.15% at a 95% confidence level.

HP delivers: Technicians that go off-script

TBR research shows HP Elite support earns high customer satisfaction by utilizing communication skills and technical knowledge to tailor support to specific customer needs. Going off script, or deviating from traditional troubleshooting methods where the customer must answer a standard set of questions, is one way HP Elite is tailoring support services to meet customer needs. HP Elite phone support troubleshoots based on what the customer has attempted in prior calls, eliminating unnecessary, time-consuming steps in the process. HP Elite's success in tailoring its support services is shown by its high satisfaction ratings in communication skills among businesses of all sizes.

HP delivers: U.S.-based support

HP Elite phone support is fielded by technicians exclusively in the United States to provide customers with service 24/7, 365 days per year. This commitment to service was reflected in TBR research, as HP Elite ranked No. 1 in onshore satisfaction of standard support services. Customers believe onshore satisfaction saves them money by reducing downtime, which is achieved through support technicians who are easy to understand and provide a high level of technical knowledge. In TBR's HP Elite Phone Support Customer Satisfaction Study, HP Elite was No. 1 in issue comprehension satisfaction against standard support offerings which customers perceived to be offshore.

HP delivers: Technicians that understand their technical knowledge level

TBR research shows that differing needs of small and large businesses require flexibility from the PC phone support staff. The TBR HP Elite Phone Support Customer Satisfaction Study demonstrates that customers expect professionalism, strong technical knowledge, and communication skills that transform the IT department, whether it is an IT staff of 1 or 100 employees. According to TBR's study, HP Elite delivers higher satisfaction than basic support offerings from Dell and Lenovo in technician attitude and issue comprehension. These qualities, combined with HP Elite's leading overall satisfaction over basic support offerings in SMB, midmarket and large enterprise businesses, helps HP deliver support tailored to meet customers' needs.

About TBR

Technology Business Research, Inc. is a leading independent technology market research and consulting firm specializing in the business and financial analyses of hardware, software, networking equipment, wireless, portal and professional services vendors. Serving a global clientele, TBR provides timely and accurate market research and business intelligence in a format that is uniquely tailored to clients' needs. TBR analysts are available to further address client-specific issues or information needs on an inquiry or proprietary consulting basis.

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