



Self-Service Support Cost Analysis

“Certified IT Help Desk Support for end-users 24x7”

Description of Self-Service Support Cost Analysis

Issue:

How to quantify the financial savings associated with providing end-users with immediate, expert technical support on off-the-shelf software such as MS-Office, Adobe or Google Docs.

Approach:

Utilizing a variation of conjoint analysis, end-users were asked to quantify the time savings associated with receiving immediate, expert technical support on off-the-shelf software such as MS-Office, Adobe and Google Docs.

Universe:

Over 3,000 end-users were included in the study across Consumer Products, Energy, Telecommunications, Media & Technology, Finance, Healthcare, Manufacturing, Retail & Transportation

Results:

End-Users self-reported saving over 2.51 hours when having access to the immediate, telephone technical support of theITSupportCenter as compared to using alternative support options including peer support, Google searches and seeking out internal IT staff.

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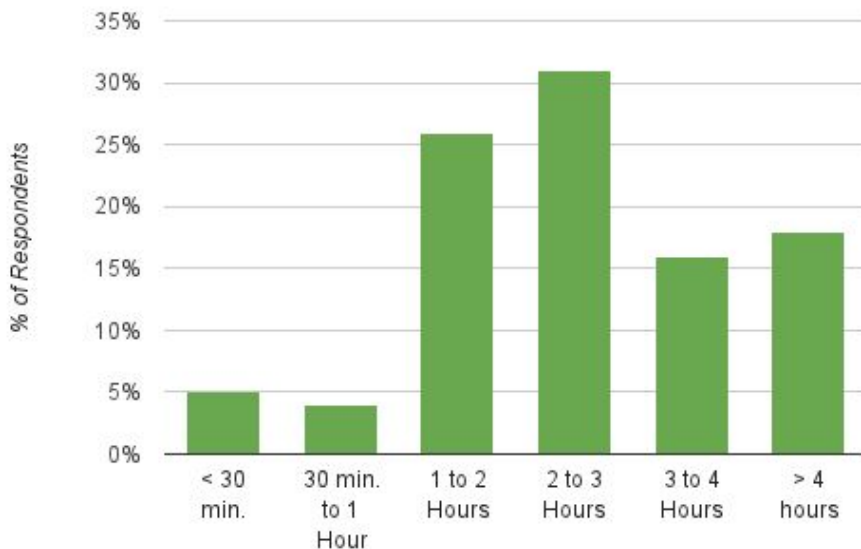
Results: the Cost of Self-Service Support

Central Question Posed to End-Users

Regarding the issue that was resolved for you by theITSupportCenter, without access to this service how long would you have spent obtaining the solution?

Responded: 3,784 end-users

Distribution of Resolution Times without theITSupportCenter



2.51 Hours

Average resolution time without the services of theITSupportCenter

\$115.52

Internal cost per resolution without the services of theITSupportCenter¹

1: Assumes average fully loaded labor rate of Fortune 500 of \$30/hr + \$16/hr in benefits per the Bureau of Labor Statistics

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