
Project:
Usage and Attitude
Competitor Analysis

Research Type:
Quantitative

Sector:
IT

Region:
EMEA
(UK, France, Germany)

Client:
Anne de Choudens
Customer Support
Manager
Hewlett Packard
France



HP is a technology solutions provider to consumers, businesses and institutions globally.

Business Challenge

The Hewlett-Packard Company is a leading global provider of computing and imaging solutions and services. The company's ongoing drive to improve the standard of its support services necessitates benchmarking their performance against leading competitors. Following successful benchmarking projects covering computer and printer support services, Business Advantage was commissioned to compare the support services offered to consumers by three digital camera manufacturers, including HP itself, across the UK, France and Germany.

It was a large-scale study, which involved using innovative techniques to identify a specific number of digital camera owners in each country, who had the right brand of camera, and recruiting them to participate in the study. The main objectives of the study were to understand the typical customer experience among digital camera users, when reporting faults by telephone and email, and to compare this experience across the three brands.



Methodology

Fieldwork took place over a period of three weeks and involved strict quotas of respondents for each brand in each market. Initially 200,000 digital camera owners were contacted by email and over 5,400 responded. Following screening, a total of 472 people took part in the study. Both telephone and e-support performance was recorded across a range of customer support scenarios and metrics.

What Impact did the result have on your business?



The conclusions indicated that there were differences in levels of customer satisfaction between those who had received telephone support and those who had received e-support and this varied by brand and by country.

The findings from the research demonstrated what factors mattered most to consumers when evaluating service and support and indicated what action could be taken by our client to improve the customer's experience in each market.



Business Advantage is a B2B research, business development and marketing consulting practice operating in the global IT, Digital and Telecommunications sectors.

Anne de Choudens, Customer Support Manager at HP France, commented:

“It was really great! It was the first time we had done this kind of study. Business Advantage proposed a way of doing benchmarking that was new to us. They were the only company to propose this approach. All three benchmarking projects went well, but the digital cameras project was the best one, because we were comparing apples with apples. It is important for us to position ourselves in the market and to know how we compare with other companies. We will need to benchmark against HP in future.”

“At the beginning we had no idea whether we were the best performer. The results were very actionable. The key thing is that Business Advantage really understood what we wanted. The outcome perfectly answered our needs. It was strong data. It was important for us to identify areas for improvement. One month after the project we saw some significant results in our performance. We identified some big gaps and implemented an action plan focussing on certain areas to improve the customer’s experience. We are following new metrics and seeing ongoing improvements month on month.”



For further information on this case study please contact:

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