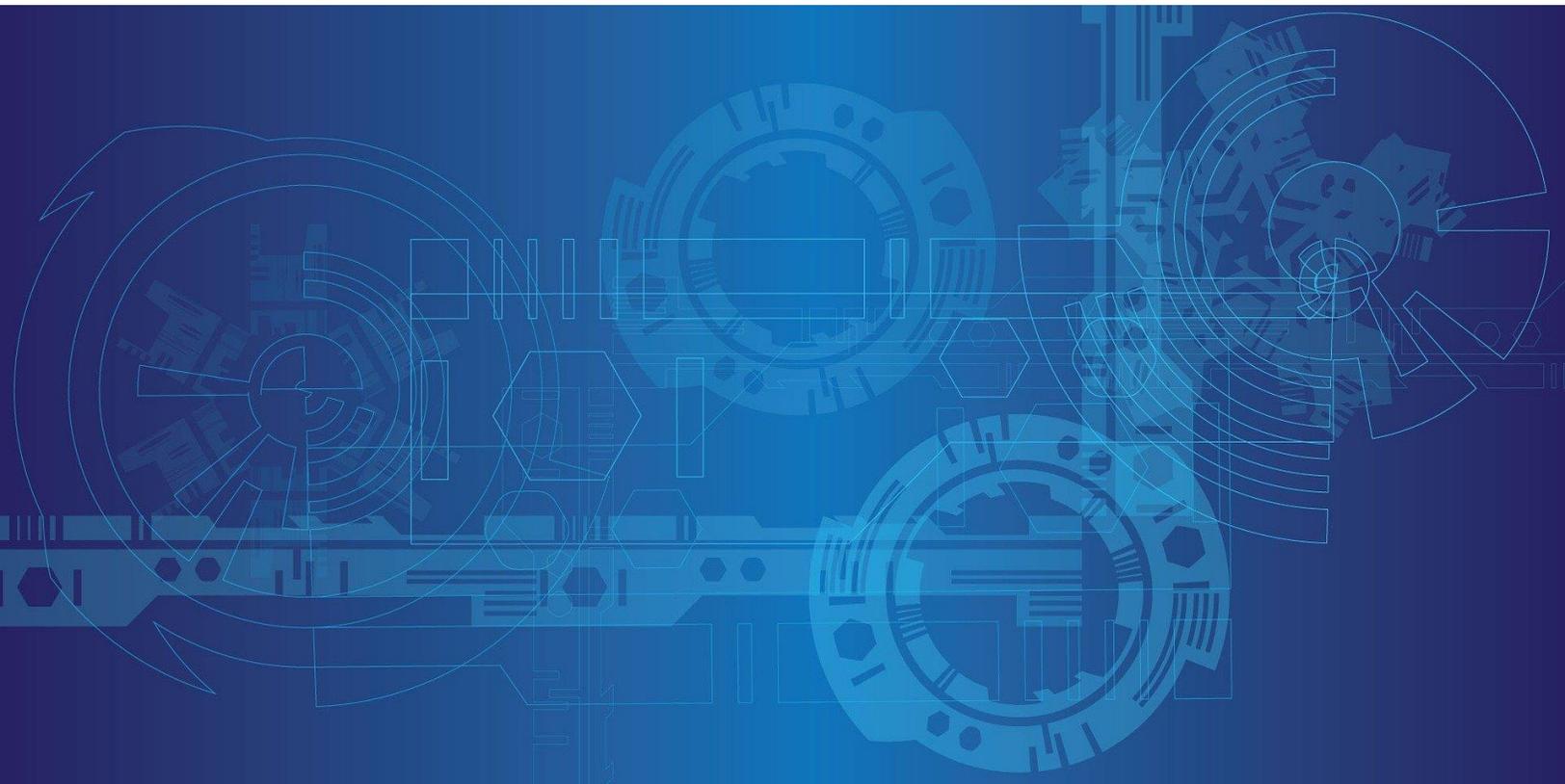


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 **LENOVO PREMIER SUPPORT DELIVERS AN
INDUSTRY-LEADING EXPERIENCE ACROSS KEY
SERVICE AND SUPPORT AREAS**





INTRODUCTION: WHY DO COMPANIES CHOOSE PREMIUM PC SUPPORT?

IT organizations have evolved significantly in recent years, taking on increasing responsibility for enabling business agility, innovation and transformation. The ability to support major business initiatives requires a shift in IT team roles and prioritization, with less time to focus on managing infrastructure and more time dedicated to innovation. On top of the IT organization's transformation initiatives, COVID-19 brought a new set of responsibilities to IT teams as they were suddenly faced with adapting to new business challenges while accommodating an increasingly dispersed workforce.

In March 2020, TBR completed research commissioned by Lenovo focused on benchmarking the premium support experience offered by leading global PC vendors. According to TBR's research, companies are turning to premium PC support offerings to address the following challenges:

- **ENHANCING USER EXPERIENCE:** Avoiding costly employee downtime is critical to maximizing productivity. If downtime does occur, speed of resolution is key to maintaining positive user experiences.
- **SAVING INTERNAL IT TIME:** IT teams need to resolve issues quickly without long wait times or escalating through multiple levels of support technicians.
- **PROVIDING STRONG TECHNICAL EXPERTISE:** IT teams seek support partners that understand their business and have the technical expertise to resolve issues on the first contact.

In short, IT organizations are turning to premium PC support offerings that deliver a strong user experience and reduce the support burden of internal IT teams that are increasingly focused on overcoming business challenges and fostering innovation. After completing the premium support benchmarking research, TBR found that Lenovo's Premier Support is meeting customer expectations for support experience and outcomes while providing strong satisfaction compared to competing premium PC support options.

THE RESULTS: TBR'S RESEARCH INDICATES LENOVO PREMIER SUPPORT OFFERS A LEADING PREMIUM PC SUPPORT EXPERIENCE

TBR research showed that Lenovo is the leading vendor in premium PC support service satisfaction, which highlights Lenovo's ability to address the key customer challenges solved by premium support: enhancing user experience, saving internal IT time and providing strong technical expertise. Lenovo met or exceeded the competitor average satisfaction for 20 of the 21 attributes TBR included in the study, with Lenovo Premier Support customers reporting significantly higher satisfaction with resolution on the first contact and proactive support.

Beyond delivering strong PC support satisfaction, Lenovo customers indicated that Premier Support impacts their purchase decisions, including their selection of Lenovo over other PC vendors, and offers better support technician capabilities than previous support offerings used. Ultimately, these attributes led to 91% of Lenovo Premier Support customers stating they plan to purchase the service again.





LENOVO PREMIER SUPPORT: PERFORMANCE SUMMARY

LENOVO PERFORMANCE	KEY TAKEAWAY
<p> KEY DECISION FACTOR</p> <p>85% of Lenovo Premier Support customers felt the support package was influential in their decision to choose Lenovo over another PC vendor.</p>	<p>Premium PC support offerings provide an enhanced experience through upgraded features. Technical support is a key consideration when choosing PCs as it plays a critical role in minimizing downtime, enhancing end-user experience and productivity, and minimizing IT labor.</p>
<p> LEADING SATISFACTION</p> <p>Lenovo Premier Support satisfaction was rated significantly higher than peers' premium PC support in:</p> <ul style="list-style-type: none"> • Resolution on the first contact • Proactive support • System loaner program* 	<p>The high level of satisfaction among Lenovo's Premier Support customers demonstrates the company's ability to connect IT staff with the right technician to get problems solved quickly and without the need for repeated contact, limiting the frustration of both IT staff and employees when something goes wrong.</p>
<p> ELEVATED EXPERIENCE</p> <p>65% of Lenovo Premier Support customers indicated the support technicians' knowledge and ability are better or significantly better than those of other PC support offerings they have used.</p>	<p>Lenovo Premier Support customer satisfaction is evident in respondents' perception of an elevated support experience. Most customers believe their current experience exceeds that of other PC support offerings they have used.</p>
<p> LOYAL CUSTOMER BASE</p> <ul style="list-style-type: none"> • 91% of customers would buy Lenovo Premier Support again. • 88% would recommend Premier Support to a peer. 	<p>The ultimate measure of satisfaction is customer loyalty, the degree to which customers are willing to buy again from the vendor or recommend it to a peer. Lenovo's high level of customer satisfaction helps generate strong loyalty scores among customers.</p>

LENOVO PREMIER SUPPORT CUSTOMER FEEDBACK

"I am highly satisfied with Lenovo Premier Support because we get to contact support through a dedicated hotline and the technical support provided on-site was excellent." — **CTO, Retail**

"With Lenovo Premier Support, it's easy to resolve problems and we don't need to wait a long time." — **IT Director, Industrial Manufacturing**

"They are very reliable, and they provide worthwhile service. It's always great when a company takes pleasure in helping you solve your issues." — **IT Manager, Software Firm**

"Lenovo Premier Support provides comprehensive hardware and software support [with] skilled and experienced Lenovo technicians." — **IT Manager, Consulting**

"Premier Support has allowed us to solve the contingencies with the management of IT equipment, which in turn allows us to provide quality service and prompt response to our customers." — **CIO, Financial Services**

*Not available in all markets.





CONCLUSION

IT organizations look to premium PC support offerings to enhance user experience, save internal IT time and provide strong technical expertise. Partnering with a provider that can eliminate support roadblocks is essential to reducing the burden of IT teams and enabling them to focus on building solutions for critical business challenges and initiatives.

TBR's research has shown that Lenovo Premier Support influences buyers' PC vendor selection, generates industry-leading satisfaction and achieves high customer loyalty. Lenovo's core strength of being able to deliver an above-average level of satisfaction, especially for attributes that are critical to limiting business operation interruptions such as resolving issues on the first contact, positions Lenovo well to meet the needs of modern IT organizations.

ABOUT THE STUDY

In March 2020, TBR surveyed 602 IT representatives responsible for making PC support purchase decisions at companies with 100 or more employees. To qualify, respondents must have purchased a premium PC support offering from Dell, HP Inc. or Lenovo. Respondents were located in Australia, Germany, Mexico, Singapore, the United Kingdom and the United States. The sample consisted of 602 respondents, evenly distributed across the three vendors. Half the sample was from the U.S., with the remaining sample from the other countries.

TBR conducted statistical analysis of the mean differences between satisfaction scores to determine the advantages vendors have over their competition. All cited mean satisfaction t-tests are statistically significant at a minimum of a 90% confidence interval. To benchmark the vendors against the average industry performance, TBR also calculated "competitor average" satisfaction ratings by computing the mean satisfaction of all premium support customers.

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, professional services, telecom and enterprise network vendors, and operators.

Serving a global clientele, TBR provides timely and actionable market research and business intelligence in formats that are tailored to clients' needs. Our analysts are available to further address client-specific issues or information needs on an inquiry or proprietary consulting basis.



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