



# Partnering with a Domestic IT Support Provider

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

# Benefits of IT Service Based in U.S.A.

## Introduction

In this age of worldwide phone service, teleconferencing and the internet, the location of your information technology (IT) support team may seem insignificant. This could not be further from the truth. Partnering with a domestic IT support firm, where the majority of end-users are, comes with some pretty distinct advantages.

IT executives face an ever-increasing need to reduce costs and improve operational efficiencies through technology. Consequently, IT departments with high volumes of phone traffic commonly consider outsourcing some or all of their support overseas as a way to improve their bottom line. However, the implied cost savings often does not outweigh the drawbacks of moving offshore. Such a move sacrifices ease of communication, regulation compliance, end-user satisfaction and the pride that comes with participating in the “Made in America” movement.

This white paper explores the above mentioned benefits of partnering with a domestic IT support provider and demonstrates why working with theITSupportCenter is the right move for your business.

## Ease of Communication

External IT support is built upon phone- and chat-based interactions between IT professionals and end-users in need of fast, expert computer-related support. When those IT professionals are located in another country, language barriers and cultural differences often detract from the overall customer experience. Studies have shown that end-users are more receptive and satisfied when interacting with people who share similar dialects and culture. End-users appreciate talking to a service desk expert who

can speak their language. Research corroborates this statement. A study by HfS Research (HfS), an IT services research firm, surveyed over 200 IT professionals and the results were staggering. Domestic experts received a communication skills approval rating of 82% while offshore workers received an abysmal 33%. The risks of language barriers and cultural differences are significant and outweigh any cost savings that can be achieved by outsourcing IT support service.

### **Regulation Compliance**

Many organizations based in the United States are externally required to work with U.S.-based resources and U.S. citizens. These companies do business in highly regulated industries like finance, government, healthcare and the military. Others want to partner exclusively with domestic firms. Whether mandated or elected, these firms are concerned with compliance, data encryption and security requirements. These are requirements that only domestic service providers can offer.

### **End-User Satisfaction**

End-User Satisfaction is the measuring stick for IT support delivery. Whether handled internally or entrusted to an outside firm, IT support is only as good as it is perceived by a company's end-users. Statistics show that teaming with a domestic service provider is an easy way to boost an IT department's reputation. According to the Contact Center Satisfaction Index (CCSI) published by the CFI Group, domestic contact centers scored 78 out of 100 points for customer satisfaction; offshore scored 56 out of 100. Furthermore, domestic agents resolve issues on the first call 68% of the time; offshore only 42%. The above mentioned HfS study further confirms this reality. HfS found that domestic IT Help Desk Support professionals received a skill approval rating of 71% versus 54% for offshore staff. Moreover, the study found that domestic experts received approval ratings of 83% on work ethic, and 77% on taking initiative.

Comparatively, offshore workers received approval ratings of 79% 40%, respectively. Studies like these make it easy to understand the negative impact of outsourcing overseas. Although businesses might be able to benefit from cost savings through offshore IT support, the quality of the end-user experience drastically suffers.

### **Commitment at Home**

While stamping a product with a “Made in the U.S.A.” sticker can be a compelling marketing tool, there are also financial benefits to domestic labor. Labor costs have risen exponentially overseas, damaging or even destroying the main benefit of sending IT support offshore.

Not every decision must be made on dollars and cents. Employing a domestic IT service firm is also a great way of making a commitment to to your local and national community. Not only can your business get easier communication and faster resolution times with cost-effective domestic IT professionals, you are reinvesting in the business and professional communities across America.

### **Conclusion**

Partnering with an offshore IT support provider may be attractive at first, but the true cost of cheap labor outweighs the perceived financial edge. A move offshore compromises the level of service available to end-users in terms of communication, compliance and satisfaction. Team with theITSupportCenter, which employs U.S. citizens here in the U.S. and provides expert Help Desk support for end-users 24/7.

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