Research Objectives, Methods, and Demographics

Multi-Channel Customer Contact Experience Executive Summary and Implications

Customer Contact Experience Overview

Customer Interactions by Contact Channel—PC Manufacturers Aggregate Summary

Customer Satisfaction by Contact Channel—PC Manufacturers Average and Brand Results

Overall Customer Satisfaction—PC Manufacturers Average and Brand Results

Live Agent Phone Interactions

First Call Resolution (FCR)—Overall and by Brand

Satisfaction with Customer Service—Overall and by Brand

Meeting Expectations—Overall and by Brand

Customer Loyalty—Overall and by Brand

Interactive Voice Response (IVR) Interactions

First Call Task Completion Rate (TCR)—Overall and by Brand

Satisfaction—Overall and by Brand

Meeting Expectations—Overall and by Brand

Customer Loyalty—Overall and by Brand

E-mail Interactions

Average Rating of E-mail Interactions—Overall and by Brand

Satisfaction—Overall and by Brand

Meeting Expectations—Overall and by Brand

Customer Loyalty—Overall and by Brand

Web Chat Interactions

Average Ratings of Web Interactions—Overall and by Brand

Satisfaction—Overall and by Brand

Meeting Expectations—Overall and by Brand

Customer Loyalty—Overall and by Brand

Web Self-Service Interactions

Making a Purchase/Transaction—Web Self-Service Interactions

Satisfaction—Overall and by Brand

Meeting Expectations—Overall and by Brand

Customer Loyalty—Overall and by Brand

Brand Profiles: Top Three Brands

Overall Satisfaction and Customer Loyalty Across Contact Channels—Sony

Overall Satisfaction and Customer Loyalty Across Contact Channels—Toshiba

Overall Satisfaction and Customer Loyalty Across Contact Channels—Apple

Appendix

The Frost & Sullivan Story

Customer Contact Channels—Brands Explored: Acer, Apple, Asus, Dell, Gateway, HP, Lenovo,

Panasonic, Toshiba, Samsung,