



## The Client:

**Intel are one of the World leaders in technology, developing and manufacturing products that drive the world today.**

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# After-Sales Competitive Profiling & Benchmarking

## The Problem:

Intel were unsure of their position within the marketplace for after sales support to their clients, particularly in developing regions such as Eastern Europe and Middle East.

The objective was to ask various service providers, manufacturers and distributors for their experience with other similar companies in the IT hardware market place.

## Our approach:

An initial discussion with Intel was undertaken to generate a profile of the questions to be answered.

Then by a process of discussion and intelligent research with targeted sources, a competitive landscape was generated.

This will enable Intel to understand their position in this very competitive market.

## The results:

The discussions and investigation revealed to Intel the after sales support landscape for comparative companies; it highlighted

- areas for improvement,
- areas to stay as-is, and finally
- areas where Intel is already market leader for after sales service support.



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