

# Powering Potential Study 2018

## The Value of Service



54% of respondents feel that their IT vendor's service is one of the top-ranking things they could improve.

**7 in 10**

respondents said that cost (75%) or service (71%) are the factors that matter most when looking for a vendor



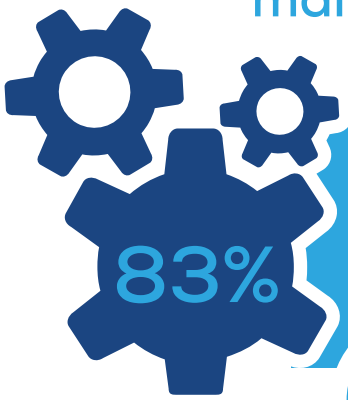
Almost all respondents believe that their most important IT vendor could improve aspects of service.

**8 out of 10**



UK IT professionals think their IT vendor could improve its service.

When asked whether service from the main IT vendors could be improved:



of Retailers say a lot or some improvement is required



**63%**

of Financial Services IT decision makers say there was room for improvement

**20% say** service needs "a lot of improvement"

**77%**

of Media industry IT decision makers cite service as the most important factor when looking at potential IT vendors

**60%**

of decision makers in the Education sector highlight service as an important criterion

When asked what is the most important factor in choosing an IT vendor, a majority of decision makers in Business services say service.

**77% Service**



To request your copy of the Powering Potential Study please get in touch:

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### About the study

The research was commissioned by Cogeco Peer 1 and undertaken by Vanson Bourne, an independent research company based in the U.K. There were 150 decision-makers from mid-size to large enterprises interviewed across the U.K. The respondents were drawn from various industries including financial services, retail, higher education, business services and media, looking into the real value of service. The research explores how happy and satisfied business are with the service they receive from their IT suppliers.