INDIVIDUAL CHARACTERISTICS ON HELP DESK SERVICE CHOICE

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ABSTRACT

Personal computers or hand-held devices are unarguably important and critical tools in business environment today. As technology goes deeply complicated with the Internet and telecommunication network, many users may not handle the problems easily. Therefore, many organizations are using Help Desk to provide a single contact point for all the support their users to solve information technology (IT) related problems in their organization. In case of any problems with personal computers or network, Help Desk is one to be asked to resolve the problems.

Most of IT related problems are complicated and difficult to be diagnosed, therefore the users may not be available to resolve the problems by themselves. In addition, the individual productivity is negatively impacted when the problem occurs, which in turn to impact on the organization performance. Therefore, the more effective and efficient operating Help Desk is required in rapidly changing business and IT environment.

The fast and correct responses by the expertise and highly trained specialists will lead the users to concentrate on their businesses by saving times and efforts. The organizations need to manage their effort on Help Desk as effectively and efficiently as possible if there are ways.

This study is seeking one of the possible methods by investigating relationship between the users' individual characteristics and the pattern of Help Desk media channel choice. The Help Desk users are using the services through various channel. They may call Help Desk to solve problems, or try to get information from the organization intranet such as FAQ. In addition, they could use a live chat to solve their problems with a representative or send a request email to seek the answer from Help Desk. The operating and maintenance cost on each channel may differ. This study finds the factors influencing on how individual selects Help Desk channel and the results may suggest how to effectively support the users and reduce the total cost of ownership of Help Desk.

This study will proceed as four steps. First, the first and second choice of Help Desk channel and the choice pattern will be explored. Second, the tool for individual characteristics will be developed. Third, the influence of individual characteristics on Help Desk channel choice will be assessed. Finally, the influence of individual characteristics on the pattern on Help Desk channel choice will be assessed.