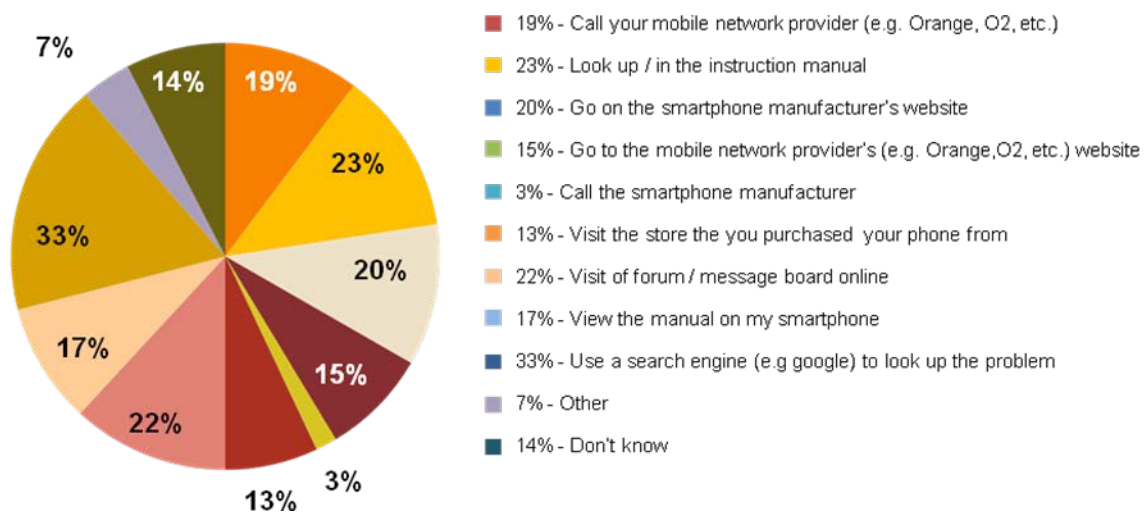


NO CONSENSUS AMONGST SMARTPHONE USERS ABOUT THE BEST WAY TO SOLVE TECHNICAL PROBLEMS, NEW SURVEY SHOWS

London, November 21 2011: Leading business process outsourcer Firstsource solutions has carried out a survey into consumer use of smartphones. The findings make interesting reading for both smartphone manufacturers and mobile network operators, showing that there is no single solution that consumers turn to when their smartphone fails.

Currently, only three per cent of smartphone users call their smartphone manufacturer whilst 19% of smartphone users call their network provider when facing a technical problem. These findings highlight that smartphone technical queries are a huge customer service and support challenge for mobile network operators as well as smartphone manufacturers.

The findings show that:



- Only three percent call their smartphone manufacturer
- 20 per cent go to the smartphone manufacturer's website
- 23 per cent look at the smartphone instruction manual
- 19 per cent call their mobile operator
- 15 per cent go to their mobile operator's website
- 13 per cent visit the store they purchased the smartphone from
- 22 per cent visit an online forum
- 33 per cent go on a search engine such as google to find a solution

Iain Regan, Senior Vice President Firstsource Solutions Telecom and Media division, said:

“This survey shows that there is no consensus amongst smartphone users about the best route to solve their technical problems.

“Smartphone users rely heavily on their devices so when they experience technical problems, these need to be resolved quickly and efficiently. Outsourcers can play a key role in enabling mobile operators and handset providers to handle technical queries from customers who expect far more now in terms of speed, knowledge and depth of help. During an increase in call volumes outsourcers are able to respond more quickly while achieving economies of scale. At the same time outsourcers can take advantage of their contact centres in different time zones to offer 24/7 access to an agent or provide support through various different channels such as webchat, SMS or social media. “

The survey, which interviewed over 2000 British adults, was carried out by YouGov on behalf of **Firstsource Solutions, a leading business process outsourcing company.**

Notes for Editors:

1. If you use any results from this survey please credit Firstsource Solutions, a leading business process outsourcing company.
2. The Firstsource Solutions survey was conducted by YouGov. They interviewed 2047 people from a variety of ages, backgrounds and regions via the phone between 10 -13 June 2011. The survey was designed to better understand how consumers interact with their smartphones. As well as looking at how people seek technical assistance the survey polled on which functions people value on their smartphone, which functions people use to communicate to friends on their smartphone and how much people interact with facebook and twitter on their smartphone.
3. Firstsource Solutions is a leading global provider of customised business process outsource services to the Telecom & Media, Banking & Financial Services and Healthcare industries. Its clients include Fortune 500, FTSE 100 & Nifty 50 companies. Firstsource has a “rightshore” delivery model with operations in India, US, UK, Sri Lanka and Philippines. (www.firstsource.com).

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