



Help Desk Operations Management and Service Quality of Telecommunication Companies in Rivers State

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Abstract: Help desk is a customer support center in an organization that provides information, administrative and technical supports to users, with the view to solving problems that users encountered in the course of using the organization resources or facilities. This study examined the relationship between helpdesk operations management and service quality of Global System for Mobile Communication (GSM) companies in Rivers State, Nigeria. The study adopted the cross-sectional survey in its investigation of the variables. Primary source of data was generated through structured questionnaire. The population of the study was 134 employees of 4 Global System for Mobile Communication (GSM) in Port Harcourt. A sample of one hundred (100) respondents was calculated using the Taro Yamane's formula for sample size determination. The reliability of the instrument was achieved by the use of the Cronbach Alpha coefficient with all the items scoring above 0.70. Data generated were analyzed and presented using both descriptive and inferential statistical techniques. The hypotheses were tested using the Spearman's Rank Order Correlation Statistics. The tests were carried out at a 0.05 level of significance. The findings revealed that there is a relationship helpdesk operations management and service quality of Global System for Mobile Communication (GSM) companies in Rivers State, Nigeria. The study concludes that when Global System for Mobile Communication (GSM) companies improve upon their helpdesk operations management it would enhance the quality of their service delivery. Therefore, the study recommends that Global System for Mobile Communication (GSM) companies should build internal knowledge base of customer needs and complaints by regularly collecting and implementing employee feedback.

Keywords: Helpdesk, Service Quality, Responsiveness, Reliability, Empathy

INTRODUCTION

Helpdesk is a customer support centre in an organization that provides information, administrative and technical supports to users, with the view to solving problems that users encounter in the course of using the organization resources or facilities. A helpdesk could comprise of one person or group of persons that make use of telephone devices or software applications to keep track of problem(s) status and thus provide solution(s) that satisfy the users (Murray & Young, 2008; Weiss & Apte, 2002). Helpdesk could also be seen as an information and assistance resource that supports the functionality of an organization by responding to users' requests in a timely manner (Khanapure & Chirchi, 2014). It is hence, a core sector through which problems, complaints and requests are reported, managed, coordinated and resolved (McNamara, Williams & Carolan, 2013). Helpdesk software is a solution application that is used for managing organization's helpdesk (Murray & Young, 2008). It is accessible to customer support personnel who could direct request(s) to servicing department(s).

A help desk or service desk is a one-stop point of contact that provides centralized information and support management services to handle a company's internal or external queries, David, Hayes and Ninemeier, 2004). Hence, a help desk is a resource intended to provide the customer or end user with information and support related to a company's or institution's products and services. The purpose of a help desk is usually to troubleshoot problems or provide guidance about products such as computers, electronic equipment, food, apparel, or software. Corporations usually provide help desk support to their customers through various channels such as toll-free numbers, websites, instant messaging or email (Gary, Joreme, Vallen, 2009). Walker, (2009) suggests that a help desk is typically seen as more tactical, with the primary goal of helping to quickly resolve end-users immediate needs and technical issues and incidents. Thus, the help desk is reactive in nature, but is expected to be efficient and speedy.

The purpose of this paper therefore was to examine the relationship between helpdesk operations management and service quality of Global System for Mobile Communication (GSM) companies in Rivers State, Nigeria. The specific objectives of the study included:

- i. Examine the relationship between helpdesk management and responsiveness of Mobile Communication (GSM) companies in Rivers State, Nigeria.
- ii. Examine the relationship between helpdesk management and reliability of Mobile Communication (GSM) companies in Rivers State, Nigeria.
- iii. Examine the relationship between helpdesk management and empathy of Mobile Communication (GSM) companies in Rivers State, Nigeria.

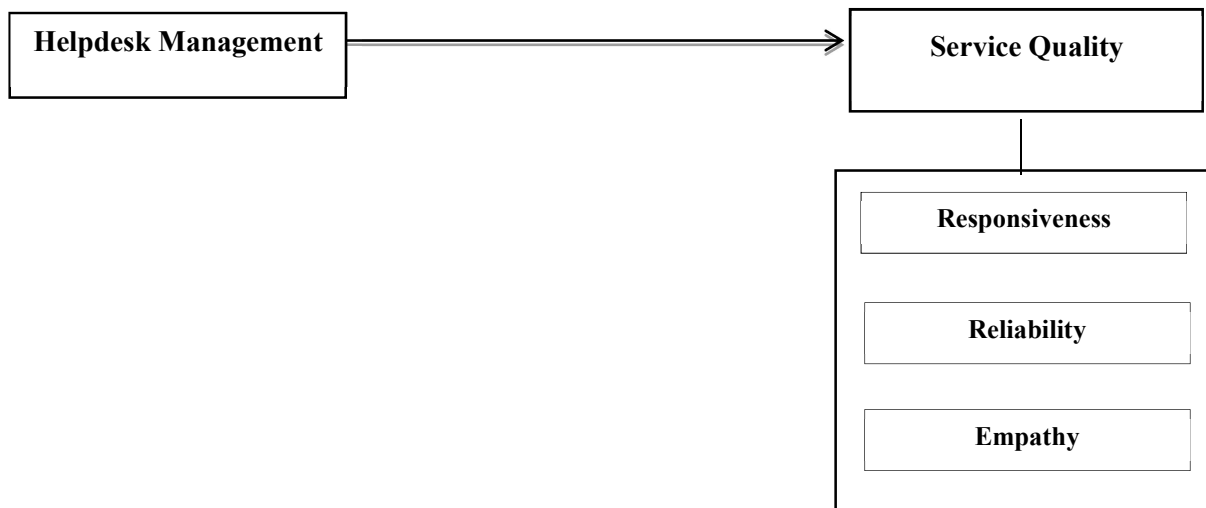


Figure 1: Conceptual model for the relationship between helpdesk management and service quality

Source: Desk Research (2021)

LITERATURE REVIEW

The Concept of Help Desk Operations

The concept of help desk operations is centered on the “assistance” meaning a department or unit of an organization responsible and providing the clients/customers or end-user with information and support related to a company’s or institution’s products and services. According to Cahill (2008), a help desk operations simply put is a communication center where customers (employees and other stakeholders) can find help about the organization, their products and services and complaints of clients and customers, this help may take the form of incident resolution, or request fulfillment, but regardless of what type of help is being provided, the goal of a help desk is to deliver high-quality service to customers in a timely manner.

Help desk management as defined by Anton (2000) is the process of services provided on centralized information and support management service to handle a company’s internal or external queries and operational problems about IT-related processes, policies, systems and usage. Services include product support capabilities, including elements of hardware and software support, logging of problems, and results analysis (results analysis means analyzing the results of calls taken to resolution of those calls for entry into self-help database, problem trends to suggest permanent fixes and so forth); dispatch of service technicians or parts; training coordination; and other IT-related issues.

Types of Help Desk

The different types of help desk server systems are categorized based on various factors, such as the method of deployment, the size of the organization, target users, and customer support function. There are two types of help desks based on Customer/client Support, which is internal or external to the organization (Thomas, 1996; Hackman & Guskey 1998).

Internal Help Desks-are usually organized as part of the IT Department. It has been observed that the internal help desk has a great impact on the productivity of the organization since the help desk is resolving problems that may stop, delay, or otherwise impact the completion of daily business activities (Held, 1992). As an example, in the company we studied a problem with a network router prevented employees from accessing an important server. Such a problem has significant deleterious effect on the productivity of the affected employees since they could not perform their primary job function. The faster the help desk can troubleshoot and resolve the problem the better (Lazarov & Shoal, 1992; Marcella & Middleton, 1996).

External Help Desks-are for paying clients of the company who have service agreements for technical support. In the case of the external help desk, it is an important value-added service provided to the client. The speed and quality of the solutions provided influence customer satisfaction and therefore the business’s image (Feinberg, Kim et al, 2000; Heckman & Guskey, 1998).

Axelos (2017) presented other types of help desk software:

Web Help Desk: This cloud-based software or software-as-a-service (SaaS) **helpdesk** is rented on a subscription basis. This way, users can easily scale up when necessary, saving them money in the long run. The program is rented out to companies that need technical support, system maintenance and upgrade, as well as data backup.

On-premises Helpdesk: This refers to a licensed software that a company buys and installs on their own. The company has a complete control over the help desk and they are responsible for its system maintenance and overall function.

Enterprise Help Desk: This type of software offers more than just the basic features. It addresses customer concerns, manages IT assets, and fulfills service requests. Most enterprise help desk solutions are modified to suit a company's workflows.

Open Source Helpdesk: Open-source help desk software enables developers to access its source code without paying for user licenses or asking permissions. This lessens their dependencies and makes it easier for them to modify and enhance the application.

Concept of Service Quality Delivery

Service quality is an assessment of how well a delivered service conforms to the client's expectations. Service providers often assess the service quality provided to their customers in order to improve their service, to quickly identify problems, and to better assess client satisfaction. To this end, many authors agree that service quality plays a pivotal role since its inception in terms of getting positive results in a firm's performance. Offering superior level of service quality will surely enhance the firm's image and increase her chances of acquiring new customers (Elmayar, 2011; Siddiqi, 2011).

Johnston (1987) defines service quality with the phrase "customer satisfaction," that is the grade of correspondent between customer's expectation and perceptions of service. Further, the service attributes of perceived service quality relate to customer satisfaction (Parasuraman & Berry, 1991). Responsiveness or dissatisfaction helps to gain information and experience with the service, which impact the perceived quality of the service. According to Zeithaml (1988) perceived quality is defined as: "Consumers' appraisal of a product's overall excellence or superiority". Previous researchers agreed that perceived service quality can be recognised as matching the customer service actual performance perceptions with the service performance expectations (Gronroos, 2006).

Service quality is defined as customer's perception of how well a service meets or exceeds their expectations (Parasuraman, Berry and Zeithaml 1985). Service quality is often judged by customers and not by the organization itself (Abbasi, Khalid, Azam and Riaz, 2010). Martin (1999) suggested that a service is characterized by attributes such as intangibility, heterogeneity, perishability and inseparability which delineate a service from a good which further complicates the evaluation of the performance of a service. This creates the need for an organization to develop new models or use already existing models to measure the performance of the services and the perceptions that customers have towards the company.

Parasuraman *et al.* (1985) mention that if customer's expectations are superior to the performance of the service, the service quality is deemed to be unsatisfactory which results in dissonance on the part of the customer. The service will be considered excellent if perceptions exceed expectations. Parasuraman, Berry and Zeithmal (1988) developed an instrument, the SERVQUAL model, which was among the first models used to measure service quality. The model is based on five factors reliability, responsiveness, assurance, empathy and tangibles. The SERVQUAL model is built around the gap that exists between the services offered vis-à-vis the expected service quality as perceived by the customer. To measure service quality, researchers have developed various instruments that relied on their classification of the quality. It is worthwhile to say that researchers are continuing to use SERVQUAL tool that was developed by Parasuraman and Zeithaml in 1985 to measure the service quality; because SERVQUAL is considered as a reliable tool to measure service quality (Lewis & Mitchell, 1990).

Measures of Service Quality

Responsiveness

Providing service in a timely manner is highly appreciated by customers. Good service providers understand this aspect (Iqbal et al., 2010). Furthermore, firms that value efficiency pay attention to the services that they offer so that they can have an advantage and use this to keep off competitors (Karim & Chowdhury, 2014). Customer satisfaction may be achieved in the fast food industry when the service provider is willing to assist its customers when required Akbaba (2009) also stated that "responsiveness is positively related to customer satisfaction and customers can refer others if satisfied". Therefore, word of mouth (WOM) advertisements are important for the fast food outlets. Key aspects under responsiveness include keeping customers informed as to when services will be performed, prompt service to customers, willingness to help customers and Readiness to respond to customers request (Armstrong, 2012).

According to Timothy (2012) the steps taken to keep customers informed when problems occur can strengthen or harm the relationship. Keeping customers well informed of what is going on can have lasting effects on the relationship. By letting customers work out their problems and not being proactive, firms miss an opportunity to strengthen customer relationships (Armstrong, 2012). If the customer gets the understanding that you're working hard trying to fix the problem, then the customer will feel well taken care of and feels that he is getting his money worth (Ramzi, 2010).

Besides being trained on how to deal with customers, employees should be given the freedom to enable them use discretion in informing customers on the progress of their demand and a platform of asking when they are not sure (Saghier & Nathan, 2013). Employees should know their customers' needs and what they think of the firm. Firms may be able to develop relationships with customers that will benefit both parties by talking to them about their needs. Moreover fast food outlets can form a platform where customers can give their views about

products or services to ensure that they meet their needs. Greater understanding of their requirements and informing them through feedback from customer communications increases customer satisfaction (Lau et al., 2013).

In today's economy, customers are more aware and have a pool of choice as to where to spend their money and time. Letting customers know as to when services will be performed increases a firm's chance of retaining current customers as well as gaining new ones (Armstrong, 2012). Also, being concise and getting to the point quickly is a good way to respect customer's time that shows responsiveness. Regular and honest feedback while informing customers is a must. For this to happen properly, firm staff must be proactive and specific. The firm should be able to develop a progress and development plan. Moreover it should be able to link the employee's performance with the firm's goals so that they can offer services that will satisfy customers (Ojo, 2010).

Mudassar et al., (2013) argued that however skilled you are at workplace, always provide customers with exceptional service as desired. These includes providing timely responses to customer questions and inquiries, and informing your clients promptly. Greeting them warmly, involving them to determine what they have come for, and responding promptly and accurately to inquiries show customers' quick understanding of the firm. Failure to do so can result in lost business or damage a firm reputation (Kariru & Aloo, 2014). The most common customer complaint is being kept waiting. Being reluctant to return calls or fulfill orders may lead to loss of customers. The customers may be pushed to switch to another company. They may also engage in negative word of mouth due to the dissatisfaction felt (Armstrong, 2012).

Dharmalingam et al. (2011) assert that customers expect firms to treat them in a consistent way and that they will do what they say they will do promptly. By acting in accordance with these wants, a firm provides the customer with a sense of viewing it as company that gives customers' priority. This builds loyalty. Customers will view the service provider as being competent enough to offer the service. The customer will not be satisfied if he or she does feel that the services offered mostly delay. It brings doubt about the competence of the service provider (Ramzi, 2010). The service that the employees provide and the relationships they build are vital to success of customer satisfaction. The employees need to understand, believe in and be proud of the firm they are a part of. This will lead them to serving their customers promptly (Al-Rousan & Mohamed, 2010).

Untimely response to customer requests is one of the stamps of poor customer service. Customers want to feel valued. They want to know their presence and input to the business is appreciated. However when customers feel neglected and unappreciated, there are high chances that they will move to the next competitor (Klemz & Boshoff, 2011). Moreover, they will swiftly do so if they have an immediate need for a service that a firm is failing to deliver, or if they simply do not see work ethics. Poor response time, especially if done repeatedly, results in loss of customers and revenue (Armstrong 2012). The key to generating loyal customers is to

provide them with efficient service by the required time frame. The employees should have adequate knowledge to enable them quickly respond to customer (Mudassar et al., 2013).

Reliability

Safwan et al. (2010) argued that reliability shows the service provider's ability to perform services in a dependable and accurate manner. Furthermore, it involves doing it right the first time and it is a crucial service component of customers (Messay, 2012). It is noted that being reliable is an exceptionally important quality to have, especially in the banking industry (Ghost & Gnanadhas, 2011). Reliability improvement is key in service quality enhancement efforts. This is because when a firm is unreliable, they communicate less concern to what customers care about. Customers may form a negative perception about the firm and will switch to a competitor without second thoughts (Sakhaei et al., 2014).

It is not easy for many types of service businesses to maintain a higher level of reliability day in day out. Customers view, experience and judge mishaps in the service sector immediately they interact with the firm (Mudassar et al., 2013). In such a sector, variability occurs largely when services are being offered. It is difficult for service providers to control such variations since each employee is somewhat different from the others in personality, skills and attitudes (Mohammad & Alhamadani, 2011). The key aspects under reliability include providing service as promised, dependability in handling customer service problems, performing services right at the first time and maintaining error free records (Armstrong, 2012).

According to Klemz and Boshof (2011), the major reason for customers to choose fast food outlets for investment funds is because of the reliability and reputation of fast food outlets. Fast food outlets usually give their word to customers about security during transactions. If the desired service is offered to customers by employees, customers will have more confidence and trust (Dado et al., 2012).

Ramzi (2010) pointed out that providing services as promised is one of the important factors of customer satisfaction. A good way of impressing customers is by doing what you promised and doing it right at the first time experience. This will enhance repeat business. Research has shown that delivery is the most important factor for customers and is one of the main causes of account abandonment if not achieved (Messay, 2012). Providing service as promised is hence fundamental in any business. This will build a firms' reputation and with good reputation, there is high chances of repeat business. In addition, new business will be generated by word of mouth and it will set a firm apart from its competitors as well. This is because they may sell similar products but their company could lack in delivering as promised (Armstrong, 2012).

According to Lau et al. (2013) providing services as promised is also important at the bank because if a customer is expecting the bank to do something for them, they should be able to rely on them to do it on the day that they want it done. Consequently, if they do not then the reputation of the bank may be affected and that customer will not believe that they are reliable. They may lose trust and decide to open another account in another bank if trust is lost

(Atlik, 2009). A reliable service may not drastically affect customer satisfaction in a good manner. However a company that is seen to offer unreliable product or service will highly be viewed incompetent hence a negative effect on customer satisfaction. Reliability is viewed as one of the prerequisite for customer satisfaction (Chau & Kau, 2009).

Empathy

The basis of empathy is rooted in understanding the needs of customers and giving them individual attention. Employee and customer interactions are reflected through the empathy dimension (Armstrong, 2012). Service customers have an expectation on how the service provider should understand and be concerned about their individual needs and wants. As a service provider, trying to understand the situation from the customer's point of view gives a clearer picture of what is happening (Toosi & Kohonali, 2011). Showing an understanding and having knowledge to solve customers' problems are key factors in the fast food industry. The key aspects under empathy include giving customers' individual attention, employees who deal with customers in a caring fashion and employees who understand the needs of their customers (Armstrong, 2012).

Saghier and Nathan (2013) argued that customer satisfaction increases if customers feel that they have been served in a way that considers their own personal needs. When delivering customer service, firms frequently deal with a large number of customers who seem to be the same, but it is important to remember that each customer is an individual. Anything that can be done to make each customer feel that they have had the firms complete attention and have been dealt with personally increases their sense of satisfaction (Boon-itt & Rompho, 2012). Creating a two-way communication between customers and the business, tracking customer activities and providing tailored information to customers makes them have a sense of belonging to a given brand or company (Messay, 2012).

In today's competitive business world, any positive change is likely to create competitive advantage. Employees who pay attention to their customers certainly provide a positive impression in the mind of a customer (Siddiqi, 2011). Customers appreciate a company that offers them options and alternatives, especially when the company representatives make them feel like they would like their customers to have the best interests by giving them individual attention. This technique makes customers feel important and that they are provided special treatment (Kariru & Aloo, 2014). It is important not only to understand what a customer says, but how a customer feels so as to give them the desired attention. A required skill to assist in offering this is being able to recognize and understand customer's emotional state (Mohsan et al., 2011).

Jayanthy and Umaman (2012) suggested that knowing and understanding customer needs is at the heart of every successful business, whether it sells directly to individuals or other businesses. Every business needs a reason for their customers to buy from them and not their competitor. Companies like Argos and Cadburys have exceptional levels of customer

satisfaction. It is not surprising because these companies emphasize market research and marketing as the tools for finding out what customers want and need (Kariru & Aloo, 2014). Knowing what customers wants and making it possible to direct actions to fulfill their needs will bring loyalty (Ilyas et al., 2011).

According to Gbadeyan and Gbonda (2011) when dealing with a customer, a true professional should always respond in a way that will show they understand customers' needs. The most successful business relationships also have that idea reciprocated in their operations. Mudassar et al. (2013) argued that the customers who are satisfied tell others about their experiences. Consequently this will increase positive WOM advertising. Existing customers are often an untapped source of wealth that can produce savings of time and money for businesses through referrals. It makes sense to keep them around as long as possible. To win in today's competitive market, a company must ensure that more of its customers are loyal, emotionally engaged customers who not only continue to spend with you, but who also generate income by advocating the company to others. In this way, fast food outlets can increase customers by being proactive by understanding the needs of their customers and bring satisfaction (Hossan, 2012).

Help Desk Management and Service Quality

According to Abbott and Lewry (2010), considering the advancement of technology and the present day complex business activities, the role of the help desk has expanded to include much more larger role and skill to play in the organization. Most organizations depending on the size and scope of their business now deploy the use of first level support, second level support, etc. the first level support may be able to resolve a customer concern or issue on their own. This can be done either through their own knowledge or by consulting external database: often the answers are gathered in a FAQ manual. Larger help desks will have further levels of support to manage more complex questions, as soon as a customer inquiry exceeds the level of knowledge or the technical scope of the current level support, the concern is forwarded to the next level. This means that if the first level support technician is unable to resolve the issue and require more support, they can seek further advice in the second level support, furthermore, first level support is responsible for providing accurate and up-to-date information regarding company products and services. They record events and problems and their resolutions in logs (Hamilton and Francis 2007). In the case of extended queries, they also follow up and update customers' status and information, pass on any feedback or suggestions by customers to the appropriate internal team.

The Help Desk Management System is essentially a central point or support center through which problems or issues are reported and subsequently managed and coordinated. From a general or wider perspective, it is an integral part of the service function, responsible for bringing resources together to address a problem or other issue.

Hoscan (2003) added that help desks serve an important role of the information technology department by providing the primary point of contact for clients to contact analysts to help

them resolve problems with information technology including hardware, software, and networks. To resolve the information technology problems reported by callers, the help desk analysts must possess knowledge of the information technologies supported by the help desk.

Helpdesk could also be seen as an information and assistance resource that supports the functionality of an organization by responding to users' requests in a timely manner. It is hence, a core sector through which problems, complaints and requests are reported, managed, coordinated and resolved. Help desk software is a solution application that is used for managing organization's help desk. It is accessible to customer support personnel who could direct request(s) to servicing department(s).

Technical concerns are becoming a normal scenario in everyday work environment both in education and corporate. Thus, need to constantly and effectively monitor these concerns. These require a system that can handle them. With this in mind, an Automated Help Desk: Customer Support for Information Technology Resource Center is a fit solution that can provide effective approach in handling all reported technical concerns with proper record keeping and monitoring to clients and technical personnel as well as systems administrators (Ogolla, 2012; Lavie, 2006).

Based on the foregoing, the study thus hypothesized that:

H₀₁: There is no significant relationship between helpdesk management and responsiveness of Mobile Communication (GSM) companies in Rivers State, Nigeria.

H₀₂: There is no significant relationship between helpdesk management and reliability of Mobile Communication (GSM) companies in Rivers State, Nigeria.

H₀₃: There is no significant the relationship between helpdesk management and empathy of Mobile Communication (GSM) companies in Rivers State, Nigeria.

METHODOLOGY

The study adopted the cross-sectional survey in its investigation of the variables. Primary source of data was generated through structured questionnaire. The population of the study was 134 employees of 4 Global System for Mobile Communication (GSM) in Port Harcourt. A sample of one hundred (100) respondents was calculated using the Taro Yamane's formula for sample size determination. 79 copies of questionnaire were returned and used for data analysis. The reliability of the instrument was achieved by the use of the Cronbach Alpha coefficient with all the items scoring above 0.70. Data generated were analyzed and presented using both descriptive and inferential statistical techniques. The hypotheses were tested using the Spearman's Rank Order Correlation Statistics. The tests were carried out at a 0.05 level of significance.

DATA ANALYSIS AND RESULTS

Table 1 shows the result of correlation matrix obtained for helpdesk management and service quality. Also displayed in the table is the statistical test of significance (p - value), which makes enable to use test hypotheses 1-3 and also generalize our findings to the study population.

Table 1: Correlations for Helpdesk and Measures of Service Quality

			Helpdesk	Responsiveness	Reliability	Empathy
Spearman's rho	Helpdesk	Correlation Coefficient	1.000	.637**	.912**	.866**
		Sig. (2-tailed)	.	.000	.000	.000
		N	79	79	79	79
	Responsiveness	Correlation Coefficient	.637**	1.000	.586**	.819**
		Sig. (2-tailed)	.000	.	.000	.000
		N	79	79	79	79
	Reliability	Correlation Coefficient	.912**	.586**	1.000	.755**
		Sig. (2-tailed)	.000	.000	.	.000
		N	79	79	79	79
	Empathy	Correlation Coefficient	.866**	.819**	.755**	1.000
		Sig. (2-tailed)	.000	.000	.000	.
		N	79	79	79	79

** . Correlation is significant at the 0.01 level (2-tailed).

Source: SPSS Output

H₀₁: There is no significant relationship between helpdesk management and responsiveness of Mobile Communication (GSM) companies in Rivers State, Nigeria.

Table 1 shows a Spearman Rank Order Correlation Coefficient (rho) of 0.637 on the relationship between helpdesk management and responsiveness. This value implies that a strong relationship exists between the variables. The direction of the relationship indicates that the correlation is positive; implying that an increase in responsiveness was as a result of the adoption of helpdesk management. From the result obtained, the sig- calculated is less than significant level ($p = 0.000 < 0.05$). Therefore, based on this finding the null hypothesis earlier stated is hereby rejected and the alternate upheld. Thus, there is a significant relationship between helpdesk management and responsiveness of Mobile Communication (GSM) companies in Rivers State, Nigeria.

H₀₂: There is no significant relationship between helpdesk management and reliability of Mobile Communication (GSM) companies in Rivers State, Nigeria.

Table 1 shows a Spearman Rank Order Correlation Coefficient (rho) of 0.912 on the relationship between helpdesk management and reliability. This value implies that a very strong relationship exists between the variables. The direction of the relationship indicates that the correlation is positive; implying that an increase in reliability was as a result of the adoption of helpdesk management. From the result obtained, the sig- calculated is less than significant level ($p = 0.000 < 0.05$). Therefore, based on this finding the null hypothesis earlier stated is hereby

rejected and the alternate upheld. Thus, there is a significant relationship between helpdesk management and reliability of Mobile Communication (GSM) companies in Rivers State, Nigeria.

H₀₃: There is no significant relationship between helpdesk management and empathy of Mobile Communication (GSM) companies in Rivers State, Nigeria.

Table 1 shows a Spearman Rank Order Correlation Coefficient (ρ) of 0.866 on the relationship between helpdesk management and empathy. This value implies that a very strong relationship exists between the variables. The direction of the relationship indicates that the correlation is positive; implying that an increase in empathy was as a result of the adoption of helpdesk management. From the result obtained, the sig- calculated is less than significant level ($p = 0.000 < 0.05$). Therefore, based on this finding the null hypothesis earlier stated is hereby rejected and the alternate upheld. Thus, there is a significant relationship between helpdesk management and empathy of Mobile Communication (GSM) companies in Rivers State, Nigeria.

DISCUSSION OF FINDINGS

The revealed indicated that there is a significant relationship between helpdesk management and service quality of Mobile Communication (GSM) companies in Rivers State, Nigeria. This findings correlate with the conceptual arguments of Abbott and Lewry (2010) who argued that considering the advancement of technology and the present day complex business activities, the role of the help desk has expanded to include much more larger role and skill to play in the organization. Most organizations depending on the size and scope of their business now deploy the use of first level support, second level support, etc. the first level support may be able to resolve a customer concern or issue on their own.

The finding also confirms the views of Hoscan (2003) who posited that help desks serve an important role of the information technology department by providing the primary point of contact for clients to contact analysts to help them resolve problems with information technology including hardware, software, and networks. To resolve the information technology problems reported by callers, the help desk analysts must possess knowledge of the information technologies supported by the help desk. Helpdesk could also be seen as an information and assistance resource that supports the functionality of an organization by responding to users' requests in a timely manner. It is hence, a core sector through which problems, complaints and requests are reported, managed, coordinated and resolved. Help desk software is a solution application that is used for managing organization's help desk. It is accessible to customer support personnel who could direct request(s) to servicing department(s).

CONCLUSION AND RECOMMENDATION

The help desk is increasing its importance as companies move to client-server architectures. Users who interface with the help desk often form a general perception of the information system group. Information systems help desks plays an important role within an organization.

Helpdesk could also be seen as an information and assistance resource that supports the functionality of an organization by responding to users' requests in a timely manner. The study concludes that when Global System for Mobile Communication (GSM) companies improve upon their helpdesk operations management it would enhance the quality of their service delivery.

Therefore, the study recommends that Global System for Mobile Communication (GSM) companies should build internal knowledge base of customer needs and complaints by regularly collecting and implementing employee feedback.

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