Universität Bayreuth

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Master Thesis

IT Consulting Firms – How To Gain Customer Satisfaction?

Recent market developments such as increasing competition, increased professionalization of customers, and increased transparency about the specific value of IT services are putting IT consulting firms under a tremendous market pressure. Thus, for IT consulting firms, it is crucial to understand the drivers of customer satisfaction with the services provided. Although previous literature offers valuable starting points, there are no specific approaches that comprehensively address this practical challenge. Furthermore, in light of the conversion from a goods-centered to a service-centered market view and the accompanied jointly creation of value, the existing approaches are partly outdated.

Especially for IT consulting firms it is crucial to interact with their customers to successfully provide their services and accordingly generate customer satisfaction. The question rises in this practical issue is which drivers affects customer satisfaction and value in use the most.

Therefore, the master's thesis should consider this issue from two different perspectives: (1) the consulting perspective and (2) the customer perspective. Hence, the aim of the thesis is a comparison of the perceptions of customer satisfaction of consulting firms matches with their customers' views. As a possible research method dyadic analysis can be used.

Recommended Literature:

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