

# Case Study:

How CompTIA  
Training  
Transformed  
Thomson Reuters'  
Customer Support  
Team



Empowering employees with technical skills to improve customer satisfaction and retention.

More than 55 Thomson Reuters customer tech support employees participated in CompTIA's training program to enhance their technical skills and improve customer service. While Thomson Reuters excels at product-specific training, the company identified a gap in general technical knowledge that could help employees better address customer issues.

This case study explores how CompTIA's training program empowered Thomson Reuters employees, enhanced customer satisfaction, and improved employee retention.

## Bridging the Skills Gap with CompTIA

Brad Fisher, Sr. Director of Customer Tech Support & Client Services at Thomson Reuters, explained, *"We're great at training employees on our products, but we needed to strengthen their general technical skills to help them go deeper into solving customer problems. This program has been one of the most impactful investments we've made in our employees' development."*





# Why CompTIA Training Was the Answer for Thomson Reuters

## Addressing the Skills Gap

Thomson Reuters recognized that while their employees excelled at product-specific support, they lacked the broader technical skills needed to troubleshoot complex customer issues. CompTIA's training program filled this gap by providing certifications like CompTIA A+ (220-901 and 220-902), which focus on foundational IT skills.



- **Zach Jacobson, Support Representative**  
*"The program was incredibly beneficial. I could immediately apply what I learned to my daily job, helping customers more effectively. With technology evolving so quickly, this knowledge is a game-changer."*
- **Stephanie Johnson, Customer Tech Representative:**  
*"Coming from a customer service background, this training enhanced my technical skills and gave me the confidence to address technical issues."*

## Boosting Employee Confidence and Retention

Investing in employee development not only improves skills but also fosters loyalty. Employees who feel valued are more likely to stay with their organization.

- **Barbara Guth, Tech Support Manager**  
*"When employees see that you're investing in their growth, they're more likely to stick around. It's a win-win: they become better at their jobs, and they feel great about the company's commitment to their future."*

## Industry-Recognized Certifications Add Credibility

CompTIA certifications are globally recognized and respected in the IT industry. Employees who earn these certifications gain a competitive edge and credibility in their roles.

- **Charles Lehman, Westlaw Consultant**

*"The certification carries weight in the industry. It's one thing to say you have 20 years of experience, but having a certification from a well-known organization like CompTIA proves your expertise."*

## A Win for Employees and Customers

CompTIA's training program delivered measurable benefits for Thomson Reuters:

- **Enhanced Technical Skills:** Employees gained the knowledge and confidence to troubleshoot complex issues, improving customer satisfaction.
- **Improved Retention:** Employees felt valued and invested in, reducing turnover rates.
- **Increased Credibility:** Certifications added professional credibility, benefiting both employees and the organization.

**Fenton Horwath, Tech Support Tier II**

*"The CompTIA A+ courses (901 and 902) significantly boosted my technical skills. My growth in technology has skyrocketed since completing the program."*





# Why CompTIA Training Is a Smart Investment for Enterprise Organizations

According to the Work Institute Retention Report, more than 3 in 4 employees who quit could have been retained with better development opportunities. Investing in employee training not only improves performance but also strengthens loyalty and retention.

CompTIA's training programs are designed to address the evolving needs of businesses and employees, making them an ideal solution for enterprises like Thomson Reuters.

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## Empower Your Workforce with CompTIA

CompTIA's training program transformed Thomson Reuters' customer support team, equipping them with the technical skills needed to excel in their roles and better serve customers.

If you're looking to enhance your team's technical capabilities, improve employee retention, and boost customer satisfaction, CompTIA is the answer.

**Take the next step: Reach out at [EnterpriseSolutions@CompTIA.org](mailto:EnterpriseSolutions@CompTIA.org) to talk to our team of experts and find the right solutions for your organization.**