

Tesco Tackles Home I.T. Support

Written by Bob Snyder
14 January 2008



Tesco, Britain's largest retailer, may take on electrical specialists DSGi, Carphone Warehouse and Comet with the launch of a home I.T. support service. The retailer acquired PC Guys, a computer support company, and is testing the home-visit concept from a store in Cambridge prior to a possible nationwide rollout. PC Guys will offer support in the Tesco store, over the phone and in customers' homes.

Tesco is also testing a new zone called "Tesco Digital" in Cambridge, offering a large PC, electronics and mobile phone sales area, with PC Guys on hand to help.

But what's really on CEO Sir Terry Leahy's mind is Consumer Power and his favorite colour at moment is Green.

Go [Read Sir Terry Leahy's Speech](#)