

Currys and PC World owner Dixons is to replace its 4 year old "TechGuys" support service with "Knowhow".



Knowhow will be unveiled later this week as a revamped and upgraded service to help customers with their digital purchases.

One of the triggers for this change must be competition from the likes of recent US arrival Best Buy and its "Geek Squad"-- even if Dixons insists otherwise.

The Knowhow launch will include a dedicated website and unified in-house call centre. Both Currys and PC World will carry the name and logo, together with new logos on vans, uniforms and in-store kiosks.

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