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OFFICEWORKS LAUNCHES GEEKCOVER® TECH SUPPORT SUBSCRIPTION SERVICE, BY GEEKS2U

With home offices and remote working the ‘new normal’ in 2020, demand for tech support has risen to new heights. To meet this unprecedented need, national retailer, Officeworks, have swiftly launched a new tech support subscription service, GeekCover®, in collaboration with Geeks2U.

According to the Australian Bureau of Statistics*, almost half (46%) of all working Australians were working from home in late April-May, which has seen a huge increase in demand for IT support services.

Proudly offering the most comprehensive support in the Australian market, GeekCover® assures there will be minimal disruption to your productivity with year-round IT assistance. From setting up a new device to data recovery and virus removal, Geeks2U can solve tech problems, large or small.

Officeworks Merchandise Business Manager, Sandy Young, said that the subscription service is a timely response to the increasing need for on-demand tech support.

“With more people working, learning and creating from home than ever before, we’ve leant on our partnership with IT specialists, Geeks2U, to create the latest must-have subscription service,” he said.

“We’re always looking for ways to improve our customer experience and to add value at every step of their journey with us. After acquiring Geeks2U in March last year, we are proud to be launching GeekCover®, which provides Australian homes and businesses with affordable, accessible and complete tech support”, Sandy added.

With 12-month memberships starting from just \$9.95 per month for households and \$19.95 per month for businesses, GeekCover® provides unlimited remote support as well as low on-site call-out fees, plus critical security alerts and recommendations in the event of widespread virus or cyberattacks. Business subscribers can also benefit from annual on-site IT health checks, proactive system health monitoring for a nominated PC or laptop, and internet security software. Lower rates apply for yearly subscriptions paid upfront.

A Geeks2U representative said that recent times have seen a new customer base form, presenting a huge array of everyday IT problems.

“Recent times have seen us lend an expert hand to Aussies of all ages and professionals from every field. More than just troubleshooting tech issues, we’re so proud to be helping people stay connected.”

“Along with troubleshooting your devices or setting up your WiFi, GeekCover® offers peace of mind that you can continue to operate seamlessly wherever you are,” they said.

GeekCover® tech support subscriptions are available now. For more information or to sign up, please visit: <https://www.officeworks.com.au/services/geeks2u>

– ENDS –

For further information or interview opportunities, please contact:

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About Officeworks

Established 25 years ago in Richmond, Victoria, Officeworks is committed to making bigger things happen for its customers, team, the community and stakeholders. It operates 167 stores across Australia, a website that is home to more than 40,000 products, a national call centre, and a business team that helps micro, small and medium-sized businesses start, run and grow. Officeworks offers customers a wide range of office supplies, technology, furniture, art supplies, education resources and helpful services like print & copy and on-site tech support through Geeks2U –

*Australian Bureau of Statistics, 2020

delivering an experience that is easy and engaging, no matter how customers choose to shop. Officeworks is focused on the safety, wellbeing and career progression of the 8,000 team members it employs. It's also dedicated to operating in a sustainable manner, including building and maintaining meaningful connections with the communities in which it operates, fundraising for its national partners and local community groups, continuing to reduce its impact on the environment and source responsibly.

About Geeks2U:

Established in Sydney in 2005 by David and Michael Hancock, Geeks2U is Australia's leading provider of on-site PC repairs and IT support for home and business. Geeks2U delivers prompt, no fuss, computer repair services to customers, seven days a week. Our computer support services include hardware and software repairs, system security solutions, wireless and wired networking services, virus and spyware prevention and removal, data backup and recovery solutions and just about any other type of computer, Mac or laptop support our customers require at their homes or offices, including connected home and AV equipment solutions.

Geeks2U are also now offering **remote and contactless pick-up services**. These options will be offered for any support that is able to be performed remotely and/or off-site and is charged at the standard rates. Geeks2U will continue to offer our on-site services in addition to these remote and contactless pick-up options subject to government regulations and provided we are confident that we can do so safely. Geeks2U share the concerns of all Australians about the risks of COVID-19 and have been closely monitoring the advice of federal and state governments and the World Health Organisation. In order to mitigate the risks as much as possible, all Geeks2U technicians have been supplied with detailed information on how to complete on-site services safely.