highlight
see clearly

The Art of Excelling
in Customer Experience

MSP life made easier with effortlessly clearer network monitoring

Introduction

Knowing how to talk the talk but not walk the walk of "good customer service" is a common theme within the Managed Service Provider (MSP) Arena.

MSPs must excel in customer service but truth be told, many don't deliver upon what they preach. Without delivering excellent customer service, there isn't much differentiating MSPs from others who provide the same service, leaving them to compete solely on price.

Customers outsourcing their IT needs face the risk of trading one poor MSP's customer service environment for another.

For the MSP, this problem cannot be solved by reworking sales strategies and continuing with the same old customer service processes and hoping for a better result. Resolving poor customer service must be achieved well before the contract renewal, but how?

The solution is to offer a unique value proposition; changing how the state of a customer's network service is reported and communicated to them, so that it is both meaningful and presented in a format in which they can understand.

Hester Street, NYC - 1900s

Empire state building construction - 1900s

Taking customers **out of the dark**

Transparency is fundamental – making the status of network and application services visible and obvious to all, from senior management to sales and service management teams to the partner supplying the service. It's this visibility that empowers decision makers within corporate enterprises to make key data-driven decisions from solid evidence, in a true partnership with their service provider.

"All MSPs talk about customer service, but unfortunately many of them fail to take the tangible steps to deliver the customer experience and engagement that their customers want," says Edmund Cartwright, Highlight's Sales and Marketing Director.

"What's missing is a shared accurate picture of service performance reality – clear evidence of the customer's situation providing insight for the right action to be taken. Having been in the Telco industry for the past 20 years, I've seen MSPs continually carry out the same sales and customer service engagement only to have disappointed customers throughout the contract period. MSPs who don't take advantage of great technology are struggling to improve their contract renewal rates and increase their customer satisfaction score (NPS)," Edmund adds.

Making life easier by **continuous improvement**

Successful MSP businesses are built on fostering a continuous improvement capability, and a desire for long-term relationships with customers. A culture of 'continuous improvement' is the hardest thing to get right and sustain, but it is also the most influential in satisfying and retaining customers. It is an impossible business goal without equipping employees with the right tools that create the foundation for providing excellent customer service through high-quality, dynamic and real-time monitoring. Sales and service management executives cannot be expected to produce extraordinary business customer outcomes empty-handed.

Edmund says, "Delighting your corporate customers is much easier when the tool used to communicate service performance is designed to be easy to understand and shared between you and your customer. Many network service performance tools hide the information from the customer and are too complex to be understood by less technical colleagues. Transparency and openness is the way to create sustainable competitive advantage because the majority of MSPs aren't doing it."

Limited visibility and lack of communication creates an environment ripe for disagreement when reviewing how the managed service is performing.

The customer receives highly technical reports with information that shows how the service provider has met the service level agreement. Frequently there is a marked disconnect between the report and the quality of service experienced by the customer. Subjective opinion, rather than objective truth, can be the very condition that causes a customer relationship failure. In these circumstances, when there is not a shared viewpoint, contract renewals can become a difficult, if not impossible, negotiation. The service provider wants to enrich the relationship, but the customer isn't convinced that their provider has the means nor the will to bring real change.

Often, sales representatives enter renewal discussions with no data to hand, or fragmented, dishevelled data, pulled together painstakingly from disparate sources. The conversations can degenerate into finger pointing and opinions, rather than being fact-based. Sales representatives are unable to meet revenue targets when they're spending most of their customer contact time defending against service defects and heightened perceptions of poor experience.

> **How can an MSP enable the right relationship using credible evidence to demonstrate excellent service?**

Swedish traffic jam - 1967

The Highlight UI and layout

The right tool for the job

Highlight's powerful monitoring, alerting and reporting solution provides at-a-glance status of the entire ICT estate. It enables service providers and their corporate customers to have a shared, graphical view of what events are taking place on critical networks and business applications through a single pane of glass dashboard, rendered in near real time.

Unique heat tiles show clear and actionable information using a traffic light system with customisable thresholds, which aids in averting potential issues before they have significant impact on infrastructure performance. Issues are categorised into three metrics: stability, load and health across the Wide Area Network (WAN) and Local Area Network (LAN).

While retaining maximum information clarity, Highlight also provides drill down details with historical trends and patterns, useful for business activities such as capacity planning and justification for upgrades. Highlight is a tool designed for users of all departments and technical abilities, improving service management, sales relationships and ultimately enabling MSPs to secure the trusted advisor status with their corporate customers.
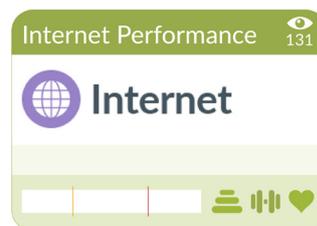
A heat tile showing no issues with the associated watches
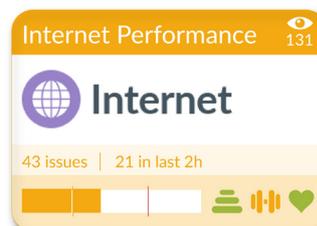
Heat tile has turned amber due to a number of issues crossing custom amber threshold
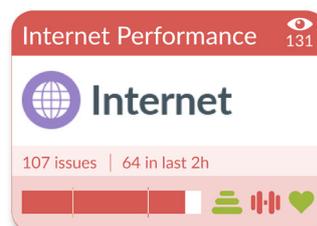
Number of issues has exceeded red threshold which can trigger email alerts

Achieve real business partnership with Highlight

Using Highlight, the MSP trusted advisor...

Displays a single truth – shared visibility of information gives maximum transparency and openness – data is impartial, not modified, fostering trust between service provider and customer

Empowers executives – provides executive level clarity to decision makers so they can appreciate the quality of service being delivered

Creates confidence – the customer can be assured that their service provider isn't hiding any data from them

Improves the intelligibility of complex data – all necessary data is there, but is shown in an easy to understand format

Demonstrates value – in pre-sales and proof of concept engagements, Highlight demonstrates the value of the proposed service with hard data
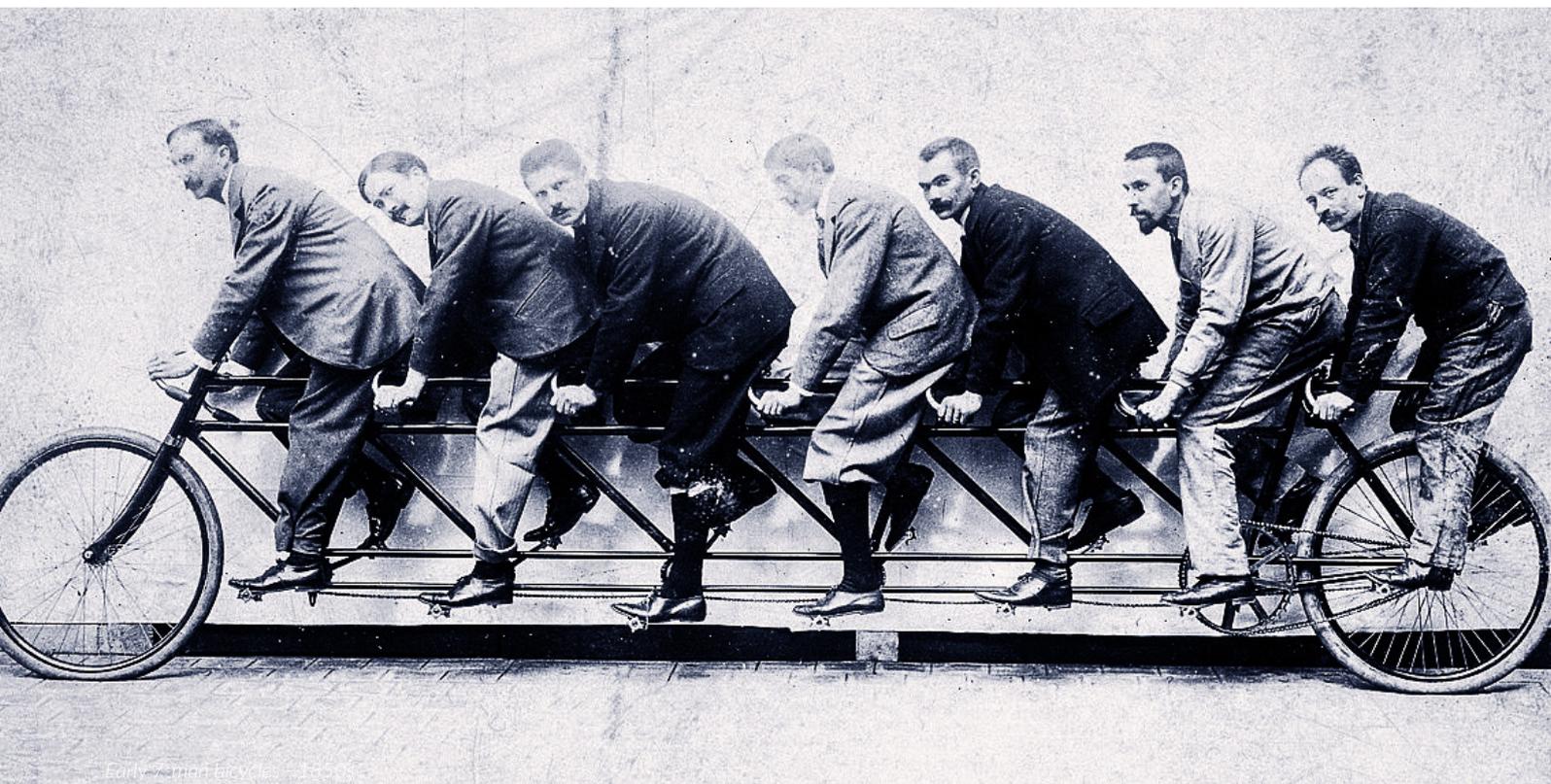
Improves customer relationships – service providers can make efficient use of time in customer relationship building rather than data crunching

Delivers an effective and responsive service, resolving issues faster – service providers can be more proactive, seeing issues build in real time, assuring customers that these are acted upon before they impact the network
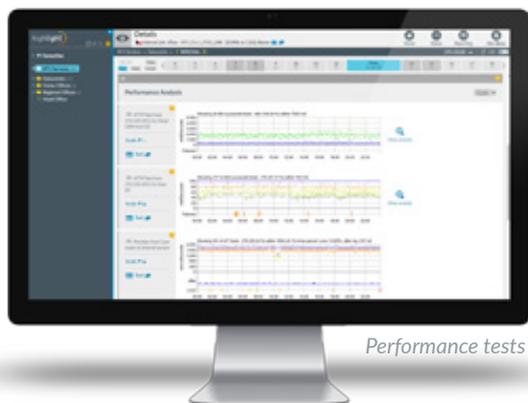
Enables conversations – customers and service providers can communicate in the same language. When problems arise, both can see that there is a performance issue
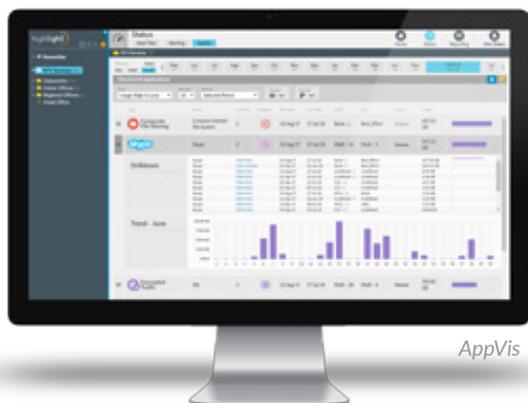

Early 7-man bicycle – 1890s

Highlight **Product**

Performance tests

WiFi monitoring - WiFi metrics feed into the access point usage panel and into the network reporting facility. The health of the wireless estate across all access points is displayed

Performance tests – provide visibility of key measurements in the network, shown graphically for instant understanding

Alerts – enhanced alert management system provides only the alerts needed based on thresholds and sensitivity settings, which means more proactive issue resolution and few false alarms

Reports – designed for simplicity and speed, drawing on both raw and pre-summarised data, to minimise waiting time when running a report

AppVis

Application visibility – shows the performance and usage of all applications on the network and monitors the growing use of unauthorised cloud applications (Shadow IT). Through trend charts, usage can be seen for select time periods, allowing comparisons for easier tracking of problems

Sales model

Highlight is a multi-tier, multi-tenant solution allowing service providers to manage multiple customer accounts in a single tool.

The sales model is Software as a Service (SaaS), requiring zero capital expenditure. Service providers and their customers pay for what they use and nothing more.

Onboarding new customers is efficient and straight forward, in contrast to alternative solutions requiring block license fees to be paid with high capital expenditure.

MSP scenarios where Highlight enables...

1. 1000s of routers under management for VPNs, DIA, general access

2. Vast number of corporate ADSL broadband connections

3. MSPs drawn to deliver application performance visualisation

4. MSPs wishing to have performance testing of IT infrastructure

Case study - Berendsen shines a light into Gamma network with Highlight

Berendsen (*now known as Elis***), a world-leading textile and laundry provider, is using Highlight's network and application monitoring service to deliver visibility into its managed network service supplied by Gamma. Highlight allows both Berendsen and Gamma to have a shared and consolidated view into the behaviour of the network that serves Berendsen's circuits.**

Antony Pugh, IT Service Manager at Berendsen, says "Highlight is a valuable addition to the network and gives us a massive amount of visibility. Before Gamma and Highlight, we just didn't know if we had a problem. Today our IT services are faster, more stable and we know which lines are approaching 90% or 100% usage. With this information we can justify any further investment for increasing bandwidth and it removes any perception that we are upgrading for the sake of it. I can prove that everything is being used as it should."

Read full case study here:
https://highlight.net/resources

"I really value the fact that both Gamma and our team at Berendsen are using the same insights from Highlight. This means Gamma takes a more consultative and advisory role compared to any of our previous providers. Our combined focus is now always on where improvements might need to be made to working practices or processes in order to optimise network usage."

The Highlight service is used in 90+ countries, on 7,500+ enterprise networks including 33% of the FTSE-100

Get in touch

If you are a service provider and want to know more on how Highlight can help you, please get in touch:

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