

# 74% of Atera MSPs Receive a 5-Star Rating from their Customers.

## What's the Data That's Making It Happen?

MSP's are adapting their business practices to allow them to become more competitive and profitable in the industry. With the help of our Business Intelligence tool, The Benchmark, we look at how Atera MSPs are leading that change.



“We built The Benchmark to help MSPs improve their bottom line and learn best practices about best-of-breed solutions, how much to charge for labor, and where to improve customer satisfaction. As a data-driven technology company, we use the intelligence to help MSPs improve their overall business practice so they can become more profitable.”

Gil Pekelman, CEO Atera

### What is The Benchmark?

In the era of Big Data, intelligence is more than just numbers. Data analysis can tell you how much you should be charging per hour, what software or hardware you need to be transitioning your clients onto, and even what time to start work in the morning. We've taken to our industry leading Business Intelligence tool, The Benchmark, to answer all of these questions and more, showing how MSPs are leveraging their data to make smarter business decisions and maximize their profits and customer satisfaction.

## Maximizing the Profits of your MSP

Benchmark intelligence has found that in the United States, the average hourly rate for MSPs is \$100, around 20% higher than Canada and Europe. By adding a special level of expertise or added value, some MSPs are raising this to as much as \$250 per hour, without pricing themselves out of the market.

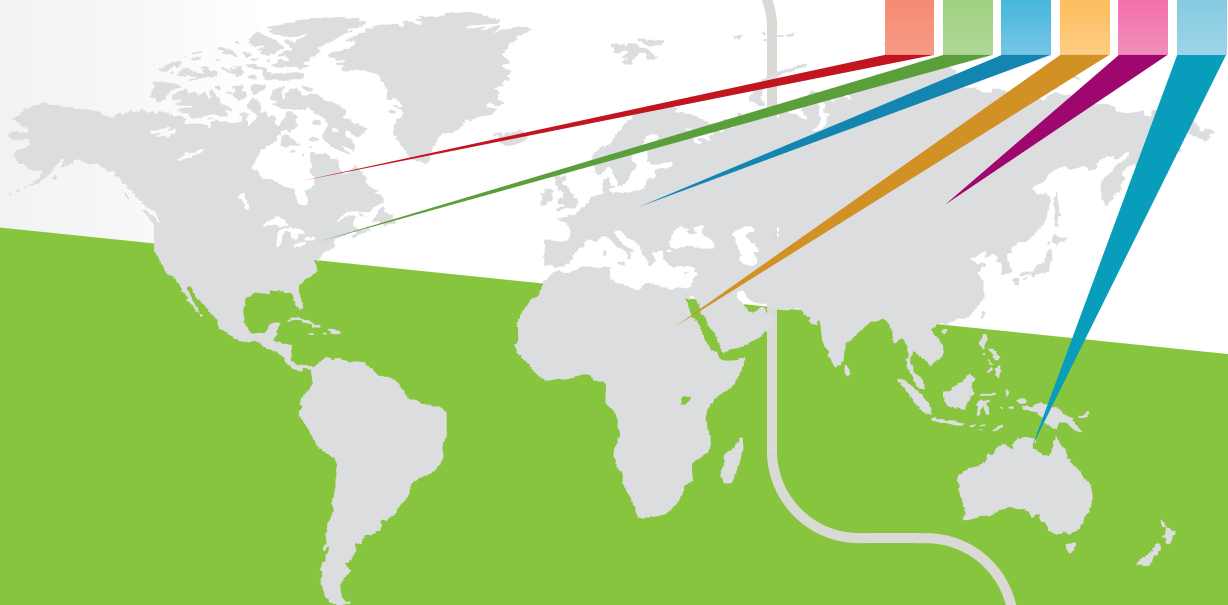
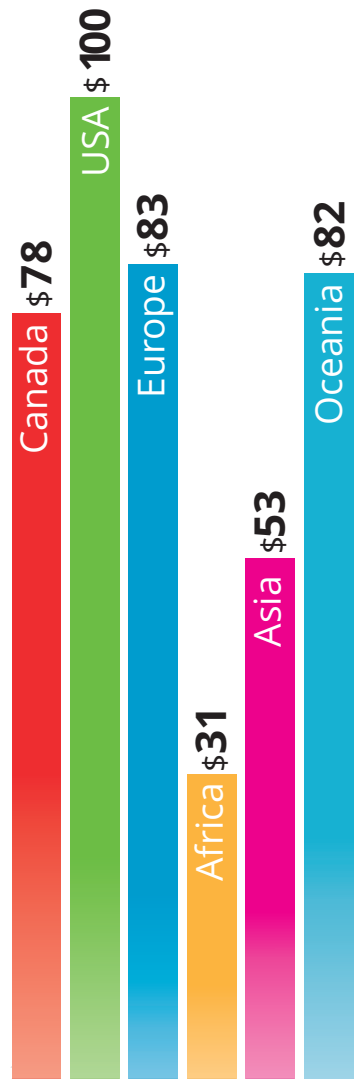
Of course, you need to live up to the high-end pricing. We've seen that the 50% of MSPs who charge more than \$100 per hour respond to tickets 43% faster than those who charge less, perhaps proving that old adage – you get what you pay for.

By working faster and smarter, Atera is encouraging MSPs to create services that customers are happy to pay above average for- thereby maximizing their profits for success.

Using the Global Benchmark, we can see which countries are doing this best, currently holding the highest MSP satisfaction rating. With the help of data from countries around the world, we can see that Belgium have taken first place, followed by the United States, and with the UK coming in third.

Unpacking this ranking, MSPs need to be looking at the three Key Performance Indicators (KPIs) which are taken into account, so that they can improve their own performance and ability for their customers.

### Hourly rate for MSPs



## Here are the questions to be asking:



### Customer Satisfaction.

How happy are your customers, and could you be serving them better?



### Median First Response.

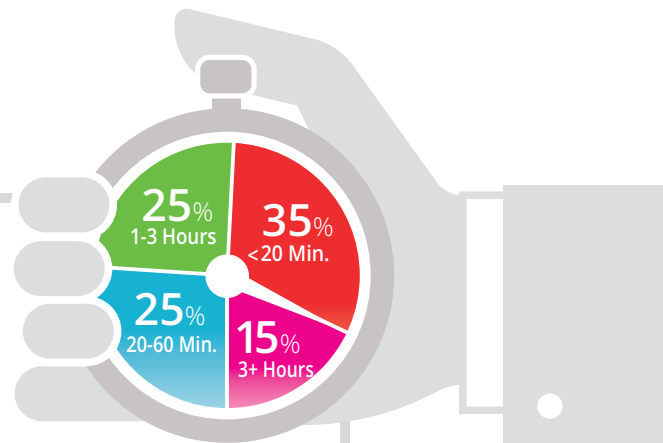
Do your response times and resolution times meet your SLA, and beat the industry average?



### Scale.

How many tickets do your technicians average per month, and what could improve this number?

## First Response Time



## Driving MSP growth with Customer Service Wins

Amongst Atera MSPs, 74% receive a 5-star rating from their customers, which is up from 66% just a year ago.

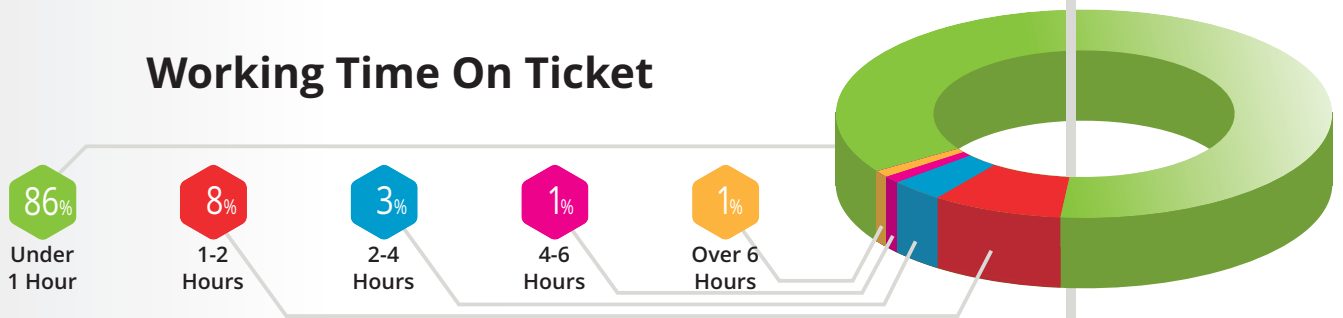
Poor customer support is one of the top reasons that a customer will go elsewhere, and Business Intelligence tools can show you where you stand in the industry against the competition, ensuring that you are meeting SLA standards.

60% of MSPs are responding to a ticket in an hour or less, with 35% managing this in under twenty minutes. Just 15% of MSPs fail to respond within 3 hours.

Using these metrics, businesses can examine their own procedures and protocols for customer support, using the actionable analytics from their business intelligence to make a real difference for customers who are reaching out for help. For example, the Atera helpdesk software allows for tickets to be created on both the client and the technician side. as we use automatic syncing in the Atera UI and the Customer Portal, instant communication is available to both parties. MSPs can even configure emails to respond automatically to certain queries, a great example of how automation is changing the game for MSP customer service.

Once the first response is met, it is a testament to the skill and operational efficiency of Atera MSPs that queries are being resolved in industry leading timeframes, with 86% of tickets being worked on for under 1 hour to resolution. This metric goes up to 94% when we look at ticket resolution for the customer in 2 hours or less.

## Working Time On Ticket



The ability to see all the information you need in the same console is a huge part of ensuring efficiency when solving customer problems expeditiously. Rather than simply connecting third party software, it can all be viewed in one place, taking away the need to put the customer on hold while you find the information you need. In turn, MSPs leveraging Atera are able to handle 30% more queries per IT technician



*The most important part of the Atera software experience is the 'single pane of glass' approach to your MSP business. Tickets, Device Information, Customer Contact, Backup and Reports are all in the same console. Other RMM/PSA tools offer connectivity between different API linked software, but with Atera is all in one place - Brilliant!"*

Craig Sharp , CEO Abussi Ltd

## Understanding the Customer

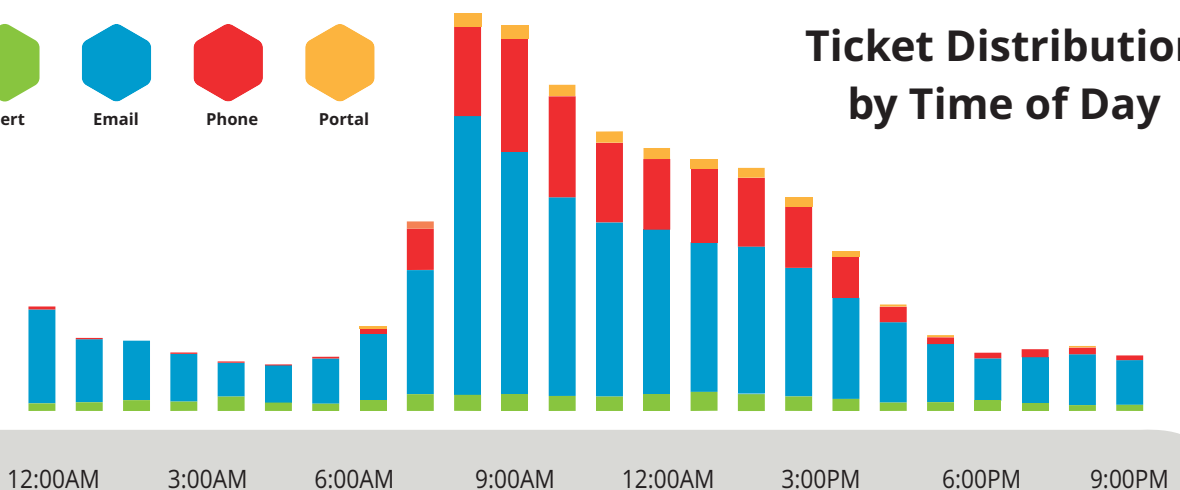
Solving tickets faster is one way to increase efficiency levels, but it's not just about driving down the time it takes to close an issue for your customer. It's also about encouraging less tickets overall. This is exactly what we're seeing from Atera MSPs, by utilizing our data on where tickets and alerts are coming from. If MSPs can understand what the most common issues are, they can begin to proactively make changes which will reduce the need for customers to reach out in the first place. With our Benchmark software, MSPs could see that more than half of server alerts were coming from issues relating to Microsoft Exchange for example. Rather than continue to teach technical support to solve these issues, moving customers over to Microsoft Office 365 has resulted in a drop of more than 25% in these alerts, giving customers the added benefit of better security for their data and less performance issues.

A robust knowledgebase is also a smart way to drive down the amount of tickets coming in. Almost a quarter of workstation alerts come from performance issues, for instance. Creating a section in your knowledgebase in response to this, complete with articles, how-to's and even links to web tutorials on ways to improve workstation performance, gives customers who prefer to self-serve the answers at their fingertips. An internal knowledgebase can then take over to support the customer facing employees who are answering the next level of queries from those who need a bit more support.

MSPs can use the benchmark data on when the queries are coming in, to make smart business changes. By 9am, a common start time for customer service agents, ticket distribution is almost at its peak, forcing employees to start off at a disadvantage, with a queue already formed. Shifting working practice back just one hour, to a start time of 8am will likely prove to offer a better satisfaction rate for customers, who can hit the ground running just as the increase in both customer queries and alerts begin for the day.



### Ticket Distribution by Time of Day

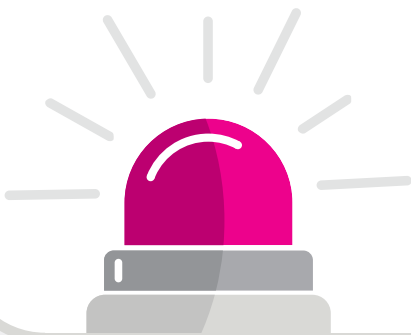


## Stay Alert

MSPs can set up Alerts for any issues which need attention, either immediately in the case of a crisis, or for issues which need to be dealt with before the situation escalates. Each category of service has an alert threshold. Let's take hard disk or memory usage as an example; an MSP could set an alert to be notified when the memory at the work station they are monitoring reaches 90% capacity. They can then proactively make space on the hard drive, before their client even recognizes a problem or has any disruption to their working day.

### Some popular thresholds to set alerts by are:

- Bandwidth dropping under 90 MBps
- Motherboard temperature rising above 60 Celsius
- Motherboard fans above 1,000 RPM
- Hard disk or Memory usage at 90%
- CPU load above 90%



The Benchmark looks at the alerts which are coming in, as well as the ticket items. There is an important balance to be aware of here. Response and resolution times are directly affected by how much time is being taken up dealing with alerts, so it's important not to have a constant distraction away from what may be immediate crises, in order to deal with an alert which could have minimal impact. But similarly, spending your time solving the minutia of customer queries when there are memory or network problems looming is not smart, and could lead to much larger problems if not made a priority.

It's clearly important to create the right alerts, with the correct thresholds, giving you the exact information that you need at the right time for action. Even more than this, an MSP needs to make sure that they keep optimizing the threshold of their alerts. One strategy is to use the alert templates offered in Atera, which are crowd-sourced; they are an average of all Atera clients. Since each end client is different, MSPs may prefer to tweak the thresholds to fit their clients' needs or to customize their alerts using the API.



## Forging Ahead for Success

More than ever, MSPs are better able to pinpoint the hardware and software which is support-heavy, enabling them to seamlessly make changes to more manageable cloud solutions for their clients. By being aware of the nature of the tickets and alerts that are coming in, and when they arrive, MSPs can make procedural or administrative changes that make a real difference to their bottom line, at the same time as driving down response and resolution time for customer satisfaction.

By analysing and measuring the KPIs that matter, and taking notice of actionable data metrics, Atera MSPs are making smarter business decisions, and forging ahead in the industry. They are enabling themselves to take on more clients than ever before, while at the same time providing best-in-class customer service.

For more details see [full benchmark](#)



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