



## CASE STUDY

# ENABLING GROWTH FOR THE MANAGED SERVICE PROVIDER

### OVERVIEW

A South Central U.S. managed service provider (MSP) realizes strong ROI by expanding their IT Support Service capability with Source Support Services. The hyper-growth MSP company offers a comprehensive IT management solution that eases customers' minds about the security and availability of their data. Its challenge: properly servicing lower-level tech support requests from customers while keeping its own support team engaged, challenged and available to do higher-level (and higher-revenue-generating) work. The company decided to outsource its handling of those service events to Source Support Services, and has since realized a strong return on its investment.

## CLIENT PROFILE

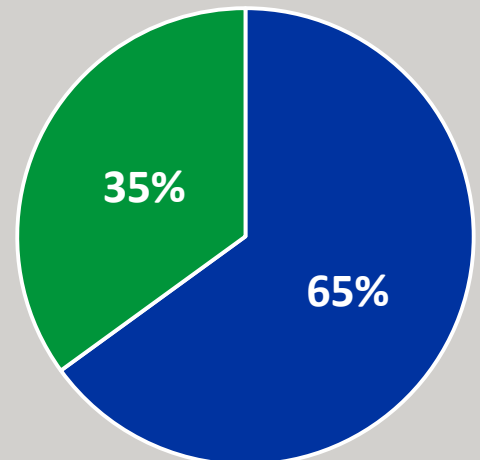
The South Central U.S. based company provides businesses with peace of mind by managing the availability and security of their data. It provides a comprehensive IT management solution to customers across multiple industries by leveraging their core capabilities which include: data center management, help desk services, cloud computing services, IT manufacturer sales, professional services, virtual & physical hosting, managed services, colocation/cloud services, and extended hardware support. The company prides itself on employing only the highest level of quality staff and technology to keep critical operations for its customers up and running.

## THE CHALLENGE

Driven by increasing demand to reduce IT costs for its end users, the company's business has grown rapidly. As a natural byproduct of that growth, more IT service events are created today than ever before. In addition, company executives have noticed that the majority of their L3 technical engineers' time is spent on lower level tech support operations. The service calls they receive require fewer skills and abilities than their support staff and engineers are trained and equipped to do, so over time that has led to staff under-utilization, lost revenue and even personal unfulfillment and boredom.

The company wanted to keep up with the demand to fuel further growth in their business, as they used all of their resources to provide quality level support to current clients. They found that 65% of their employees time was focused on the basic level of customer support - L0 to L1 support. The company set out to solve how to service their lower-level tech support requests and keep its support team engaged, challenged and available to do higher-level (and higher-revenue-generating) work without adding fixed costs.

Employee Time



- L0/L1 Support
- Higher Level Issues

# THE SOURCE SOLUTION

In July 2016, the company decided to partner with Source Support Services to handle all of their L0 and L1 support. The Source team handles the service calls from start to finish, with its Support Operations Center receiving and troubleshooting calls and routing them appropriately for completion. Source handles support for about 20 of the company's customers.

**10%**

**Revenue Growth**

**93%**

**Ticket Resolution**

**100%**

**Employee time  
focused on growth**

## RESULTS AND BENEFITS

Within the first few months of the beginning of the working relationship, the company realized several business benefits that delivered a strong ROI. These include:

- With lower-level support operations covered by Source, the company re-focused its higher-paid staff on more value-added engagements – and has grown revenues 10%
- Able to control capital costs by converting to a variable cost model
- End customers' issues are being resolved quicker and more efficiently
- Enables the company to proactively get in front of issues
- The company now has the bandwidth to sell more and expand with the utmost focus on quality service

“*Since Source Support took over our L0/L1 Help Desk Service calls and tickets this past year, my engineering team has been able to focus on the critical, proactive management of our clients. This partnership allows us to provide our customers with the very best support experience available in the MSP marketplace.*”

**CEO of South Central  
Managed Service Provider**