eBook

HOW TO BUILD LASTING CUSTOMER RELATIONSHIPS IN YOUR MSP

By RingLogix

RingLogix

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ABOUT US

RingLogix is the MSPs best friend. Giving your customers to a UCaaS provider for commissions is a dead-end business.

Take back your business with RingLogix. RingLogix offers RingOS, the Growth Platform for MSPs.

When partnering with RingLogix, MSPs create their own branded UCaaS offering fast, with the ability to own the entire customer relationship without all the headaches. Grow your MSP on your terms...with RingLogix.

Learn More

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INTRODUCTION

Building a robust and enduring connection with your customers is not just a business strategy; it's an art. In the world of Managed Service Providers (MSPs), building strong relationships is like setting the groundwork for lasting success and growth.

Effective communication, a keen understanding of customer needs, and consistently surpassing expectations are the pillars that uphold this foundation. So, let's embark on a journey to explore not just the 'what' but the 'how' of building and nurturing those critical customer relationships within your MSP.

PERSONALIZE COMMUNICATION

According to recent industry data, personalized emails have an average open rate of 18.8%, compared to 13.1% for non-personalized ones. This highlights the impact of tailoring your communication for increased engagement.

Communication is the cornerstone of any successful relationship. It's more than just addressing customers by name; it involves tailoring messaging to their needs and preferences.

Tailor Your Messaging: Personalize communication based on industry verticals. Understanding the specific needs of different sectors enhances engagement. For instance, the language and focus for a healthcare client might differ from that for a financial services client.

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GET TO KNOW YOUR CUSTOMERS

Understanding your customers is fundamental. Utilize tools like surveys, interviews, and feedback forms to collect and analyze customer data.

Recent surveys indicate that 76% of customers expect companies to understand their needs and expectations.

Understanding your customers is key! Customer insight tools can be pivotal for MSPs seeking deeper understanding of their customers

By using these tools, you can align your strategies with what your clients expect, ensuring your services hit the mark every time.

TOOLS FOR GETTING TO KNOW CUSTOMERS

Customer insight tools not only help gather data but also provide actionable analytics that can guide your strategies for better customer engagement. Here are a few options:

Leadsie - Capturing Data And Leads From Giveaways And Contests

Leadsie, streamlines data collection during giveaways and contests.

Its user-friendly interface and built-in winner generator make event management a breeze, ensuring legal compliance with ease.

Post-event, MSPs gain access to a robust contact database for strategic follow-ups, demonstrating a commitment to customer engagement and improvement.

Zoomdata - Visualizing Big Data for Clarity

Zoomdata offers dynamic visualizations of your organization's big data, providing a clearer picture of customer behavior.

The intuitive platform allows anyone on your MSP team to understand customer trends without complex data analysis skills.

GetFeedback - Amplifying Customer Satisfaction

Surveys play a pivotal role in understanding customer satisfaction. GetFeedback goes beyond mere surveys; it integrates with Salesforce to trigger surveys based on customer actions.

MSPs can collect valuable data from potential customers trying out services, enhancing sales follow-ups.

Google Analytics - Using Data for Clarity

Google Analytics is a powerful platform designed to enhance your understanding of customer behavior.

By collecting data, tracking visitor actions, setting goals, and generating reports, it provides invaluable insights into your site's performance.

With Google Analytics, you can answer key questions about user interactions, such as how visitors find your site, whether visits lead to desired outcomes, and how users navigate your pages.

You can also assess visitor retention, engagement, and conversion behaviors, offering a comprehensive view of your site's effectiveness.

TOOLS FOR GETTING TO KNOW CUSTOMERS

Other Ways to Collect Customer Feedback

[78%](#) of people prefer brands that collect and accept customer feedback.

Utilize various methods such as focus groups, surveys, customer service interactions, online reviews, and sales calls to collect valuable feedback.

A multi-channel approach ensures a holistic understanding of customer sentiments and expectations.

PROVIDE VALUE

Providing value-added services, continuous training, and educational resources contributes to long-term customer satisfaction.

Offering webinars or documentation empowers clients to maximize your services.

Survey data from Conductor highlights that starting the customer journey with educational content increases the likelihood of purchase by 131%, highlighting the significant impact of these value-focused methods.

Content for Each Stage of the Buyer's Journey

Awareness
Blog Posts
Social Media Posts
Whitepapers & eBooks
Tools & Kits
Video & Webinar

Consideration
Comparison Guides
Case Studies
Free Samples

Decision
Free Trials
Live Demos
Consultation Offers
Coupons

REWARD LOYALTY

Implement incentives and loyalty programs to keep customers engaged with your MSP.

Recognizing and appreciating long-term clients not only strengthens relationships but also plays a crucial role in sustaining MSP growth.

With the significant cost of acquiring new customers being 5-25 times more expensive, building loyalty is crucial for MSPs to succeed in the long term.

3 ways MSPs can reward customer loyalty:

- **Exclusive Discounts**: Provide special pricing for loyal customers.
- **Priority Service Access**: Offer quicker support response.
- **Customized Service Packages**: Tailor services for a personalized experience.

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BE PROACTIVE

Anticipate clients' needs, provide regular updates, and address issues before they become problems.

92% of consumers reported that receiving proactive customer service positively changed their perception of the company.

Proactive communication demonstrates your commitment to customer success and fosters a sense of trust.

This approach not only sets your brand apart but also attracts new customers while increasing customer loyalty and referrals.

Proactive Communication Strategies for MSPs

What is it? Proactive communication is not just a buzzword; it's a strategic advantage. It goes beyond just relaying information—it's about staying steps ahead to prevent issues and foster a proactive, positive relationship with your clients.

Proactive communication involves reaching out to clients in advance, anticipating their needs, and providing valuable information before problems arise. It's the art of staying ahead of the curve.

Anticipate and Address Concerns:

- **Strategy:** Regularly analyze client interactions and industry trends to foresee potential issues.
- **Implementation:** Implement routine check-ins, client surveys, and trend analysis to stay ahead of emerging challenges. Address concerns before they become problems, showcasing your commitment to client success.

Transparent Project Progression Updates:

- **Strategy:** Keep clients informed about project timelines, updates, and potential disruptions.
- **Implementation:** Establish a communication cadence for project updates. Whether through regular emails, client portals, or virtual meetings, ensure transparency in the progression of projects, reinforcing trust and accountability.

Know Your Client Beyond Basics:

- **Strategy:** Understand the unique needs and expectations of your clients by delving beyond basic data. Regularly read and analyze their comments, social media posts, and feedback to gain insights into their evolving requirements.
- **Implementation:** Regularly analyze client feedback, comments, and social media interactions.

Share Industry News and Trends

- **Strategy:** Keep clients informed about relevant industry news and updates.
- **Implementation:**
  - Create email templates for sharing impactful industry updates.
  - Tailor templates for personalization and relevance to each client.
  - Demonstrate expertise by proactively providing insights on industry trends.

Don't forget to share milestones and successes!

HIRE A DEDICATED CUSTOMER SERVICE STAFF

Invest in dedicated customer service staff to enhance customer support and engagement.This doesn't have to be a full ten persons team, investing in one person can make a difference.

Having a team focused on addressing customer needs ensures a personalized and responsive experience. 82% of customers are more likely to recommend a company with excellent customer service.

Identifying the need for additional customer support staff is crucial for maintaining a high level of service and meeting client expectations.

Unsure about your staffing needs? Use our Service Staffing Assessment below to find out.

MSP SERVICE STAFFING DEMAND ASSESSMENT

Monitor Ticket Volumes

Keep a close eye on the volume of customer support tickets. A sudden or sustained increase may indicate a need for additional staff to manage the workload.

Ticket Response Times

Watch how quickly customer issues are addressed. If it's taking too long, it might be a sign you need more support staff for quicker responses.

Customer Feedback

Look at what customers are saying in reviews and surveys. If you see recurring problems or dissatisfaction, it's a sign you might need more support.

Track SLAs

Keep an eye on meeting issue resolution commitments. Consistent struggles may signal the need for additional support resources.

Employee Feedback

Seek feedback from existing customer support staff. They can provide valuable insights into their workload, challenges, and whether additional hands are needed.

Proactive Planning

Anticipate growth and potential changes in support needs. Proactive planning allows for timely adjustments to the support team's size.

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SHOW GRATITUDE

For MSPs, expressing gratitude to customers is not only a gesture of appreciation but also a vital aspect of nurturing lasting relationships.

Simple yet impactful ways to show gratitude include personalized thank-you notes, exclusive offers or discounts, and recognition programs for long-term clients. Hosting client appreciation events, whether virtually or in person, creates opportunities for meaningful interactions.

Additionally, actively seeking and valuing customer feedback demonstrates a commitment to continuous improvement based on their experiences. By consistently showing gratitude, MSPs foster a sense of partnership, building loyalty and trust with their valued clients.

THANK YOU TEMPLATE

Dear **[Client's Name]**,

As **[Your MSP's Name],** we wanted to take a moment to express our sincere gratitude for choosing us as your trusted IT partner.

Thank you for placing your confidence in our team to provide you with top-notch **[type of services you offer, e.g., managed IT services, cybersecurity solutions, etc.]**. We are committed to delivering the highest level of service to meet and exceed your expectations.

At **[Your MSP's Name]**, we understand the importance of **[specific area you focus on, e.g., seamless IT operations, robust cybersecurity, etc.],** and we are honored to be on this journey with you.

Your business is unique, and we appreciate the opportunity to tailor our solutions to your specific needs. Our team is dedicated to ensuring your **[specific goals, e.g., data security, network efficiency, etc.]** are not only met but surpassed.

If there's anything specific you'd like to discuss, modify, or enhance in our services, please feel free to reach out. Your feedback is invaluable to us, and we are always here to ensure your IT environment is optimized for success.

Once again, thank you for choosing **[Your MSP's Name]**. We look forward to continuing our partnership and contributing to the growth and success of your business.

Best Regards,

[Signature]
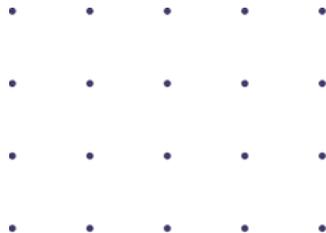
FOSTER COLLABORATION

Working closely with customers is more than just interaction—it's a true partnership.

Involve clients in decisions, value their input, and highlight how their opinions shape your services. This collaborative approach is crucial for many reasons.

Why Collaborate with Your Clients as an MSP:

- **Better Service Together**: Team up with your clients to fine-tune services, ensuring they get exactly what they need. This collaboration speeds up solving issues, making your service top-notch.

- **Really Understand Your Clients**: Work closely with clients to know them inside out. By including them in decisions, you make sure your services fit them perfectly, building a stronger partnership.

- **Build a Great Reputation**: Partnering with clients not only helps your MSP grow but also strengthens your bond with them. This not only build your MSP's reputation but also keeps clients coming back for more

Collaboration not only improves customer service, but is also crucial for spotting growth chances, driving revenue, and ensuring long-term success.

FOCUS ON THE CUSTOMER EXPERIENCE

Businesses that focus on improving customer experience have an [80% increase in revenue](#).

In the MSP space, a positive customer experience is a blend of technical proficiency and personalized service.

Enhancing your CX isn't a task for the future; it's a priority that demands attention right now.

Improve your MSP customer experience by regularly assessing customer interactions, from onboarding to ongoing support.

Explore these 2024 CX trends for a customer-centric edge:

Top CX Trends in 2024 For MSPs

In 2024, nailing Customer Experience (CX) is key for MSP success. As businesses get that CX is vital, MSPs need to focus on understanding, anticipating, and going beyond customer expectations. Boost your MSP by exploring these eight impactful CX trends.

Omnichannel Experience

Make sure your customer support is ready for different devices and channels like browsers, mobile apps, and more.

Chatbots for Instant Support

Invest in AI-driven chatbots. Implement them on websites and platforms for immediate customer assistance.

Proactive Customer Service

Adopt predictive analytics tools. Anticipate customer needs by analyzing data and offer solutions before issues arise.

Data Security and Privacy

Review and enhance data security protocols. Communicate transparently about your commitment to customer data protection.

Voice Interaction Optimization

Implement voice-assisted technologies for customer interactions. This enhances accessibility and ensures a modern, user-friendly experience.

Hyper-Personalization

Leverage data-driven insights to offer personalized recommendations and exclusive deals based on individual interactions.

Focus on the Customer Journey

Implement versatile tools to understand evolving customer needs, fine-tune journeys, and deliver progressively personalized experiences.

Investment in Customer Loyalty

Customer loyalty programs serve as strategic tools, offering mutual benefits to both businesses and customers. these programs play a pivotal role in ensuring customer retention.

LEVERAGE SOCIAL MEDIA

For MSPs, social media is a game-changer in building strong customer relationships. In today's digital landscape, it's essential for MSPs to connect meaningfully.

Social platforms provide real-time communication, enabling MSPs to engage, listen, and respond promptly to customer needs. Here's a simple guide for MSPs to use social media effectively:

- **Relatable Brand Voice**: Craft a brand voice that's professional yet human. MSPs benefit from being approachable and relatable on social platforms.

- **Incentives & Rewards**: Engage with contests, giveaways, and exclusive promos. Incentives not only grab attention but also make customers feel appreciated.

- **User-Generated Content Boost**: Encourage clients to share experiences. Repost their content (with permission) to build trust and a sense of community.

- **Value-Driven Posts**: Share industry insights and tips. Balance promotional content with valuable, educational posts to position your MSP as a trusted resource.

- **Online MSP Community**: Establish communities on platforms like LinkedIn. These spaces let clients engage, share experiences, and indirectly promote your MSP.

Social Media Response Template for MSPs

Post comment: Hello **[name]**, great **[post, article, tips, whatever they are posting about]**. I **[adjective] [Topic of post or detail in post]. [Share personal experience or talk about a detail in the post].** Thanks for sharing! **[3 hashtags]**

Responding to negative customer/review: Hi **[Name]**, I'm sorry to hear about **[the issue]**. I understand this must be frustrating. One of our representatives will reach today. We're here to make things right and appreciate your patience.

Thought leadership post: Hey **[Your Audience]**,
Taking a closer look at today's **[industry/trend]**, I noticed **[specific observation/insight]**. This insight has significant implications for **[industry/field]** and got me thinking about **[related topic]**.

Here are a few key takeaways:

1. **[Insight 1]: [Elaborate on your first insight.]**
2. **[Insight 2]: [Expand on your second insight.]**
3. **[Insight 3]: [Dive into your third insight.]**

The changing dynamics of **[industry/trend]** prompt us to **[actionable advice or call to action]**.

What are your thoughts on this? I'd love to hear from you and continue the conversation. Let's navigate this together! **[emoji] [3-6 hashtags]**

WHAT METRICS MATTER MOST?

As an MSP, keeping an eye on important numbers is crucial for strong customer connections.

Businesses can't just guess if customers are happy; they need real insights into what customers like and want. Let's explore the key metrics MSPs should track for solid customer relationships.

Website Data
Monitor conversion rate, bounce rate, user return rate, and page views to understand organic activities. These metrics provide insights into how users interact with your website and the effectiveness of your online presence.

[Forrester](#) found that optimizing your website for a better user experience can lead to conversion rates of up to 400%. Analyzing these key metrics ensures that your MSP website is tailored for optimal user engagement.

Net Promoter Score (NPS)
A crucial metric for MSPs, the Net Promoter Score reflects how likely customers are to recommend your services.

By asking the simple question, "On a scale from 1 to 10, how likely are you to recommend us to someone you know?" MSPs can categorize customers into promoters, passives, and detractors.

This categorization not only helps shape strategies to turn clients into loyal ambassadors but also contributes to positive brand advocacy. Identifying and nurturing promoters is key to fostering a community of enthusiastic clients.

Customer Relationship Scores
Understanding relationships involves gauging intangible qualities. For MSPs, assigning a weekly Relationship Score to each customer —graded A, B, or C—provides a holistic view of how the relationship is progressing.

This approach allows teams to collectively assess the relationship's health and promptly address any challenges.

By regularly evaluating relationship scores, MSPs can stay proactive in adapting to evolving customer needs, ensuring sustained satisfaction and trust.

First Contact Resolution Rate
Another pivotal metric for MSPs is the First Contact Resolution Rate. While high-level KPIs provide overarching trends, diving into the details unveils insights.

This metric acts as a gateway to identifying emerging challenges or process roadblocks, offering opportunities for improvement. Resolving issues promptly not only enhances overall performance but also builds trust and satisfaction, reinforcing long-lasting customer relationships.

MSPs that leverage these metrics gain actionable insights to improve service quality, build trust, and foster enduring customer relationships.

The ability to proactively address concerns, understand customer preferences, and engage meaningfully positions MSPs as partners in their clients' success stories.

CONCLUSION

Building robust customer relationships in your MSP requires strategy. This eBook delves into the fundamentals: personalized communication, customer understanding, consistently exceeding expectations, and much more.

It emphasizes tailoring messages, leveraging customer insights, proactive service, and gratitude to fortify existing relationships and pave the way for future growth.

With these insights, templates, and strategies, your MSP can navigate not just offering services but building lasting partnerships.