

MSPBOTS

From One-Man Team to Efficiency Powerhouse:

# Excellent Networks' MSPbots Journey

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# From One-Man Team to Efficiency Powerhouse: Excellent Networks' MSPbots Journey

Small to medium-sized IT Managed Service Providers (MSPs) have traditionally relied on manual processes, feeling that their scale requires a hands-on approach.

But MSPs shouldn't deter from automation out of cost concerns, especially when there are affordable options available like [MSPbots' ala carte plan](#).

This was the case for Excellent Networks, an IT support and services provider manned by CEO Mark Luna—a then one-man team. His business went from offering break-fix services to catering to half-and-half clients. After a while, Mark soon realized he hadn't been paying much attention to his Key Performance Indicators (KPIs).

To acquire visibility into his operations, Mark turned to MSPbots which offered a blend of business intelligence and process automation tools that naturally complemented Excellent Networks' existing workflows.

This is especially important since by that time the company had expanded to a group of eight, having a comprehensive platform like MSPbots and using Next Ticket significantly enhanced their operational efficiency.

## Previous Pain Point & Challenges

One of Excellent Networks' central challenges was navigating technological change. Their service model was predominantly break-fix, later evolving to incorporate a blend of that and MSP services.

Mark found it challenging to shift focus from the day-to-day operations to the broader vision of the company. A significant turning point was the realization of the need to delegate technical responsibilities to a dedicated team. By doing so, he could channel his energies more efficiently and focus on working *on* the business rather than in it, steering the company in a more expansive and promising direction.

Inefficiency in manual ticket triage and dispatch also proved to be a challenge. Technicians, given the leeway, would often gravitate towards the simpler tasks and avoid the more demanding ones. This skewed the distribution of workload and affected service quality for certain clients. Adding to the issue, their dispatcher struggled with prioritizing tickets to send out to techs.

Gaps in business visibility became increasingly pronounced as the company grew. Mark acknowledged being "blind" to many crucial aspects of the business. While they had implemented ConnectWise as a ticketing system from the outset, there was little emphasis on measuring and analyzing data. The shift began when he sought coaching on managing an MSP effectively and was introduced to the need for tangible metrics to gauge company performance. A recommendation from a coach led them to business intelligence solution, BrightGauge.



## BrightGauge

- Started off as helpful
- Not ideal for open-space office
- Only offered initial onboarding

## MSPbots

- Allowed sending of alerts messages via Teams or e-mail
- Allowed extensive integrations with other products
- Offered comprehensive onboarding

## Discovery & Implementation of MSPbots

BrightGauge started off as a helpful tool, but Mark soon found that it had its limitations. Creating dashboards was a self-driven effort. The initial onboarding offered a foundational understanding, but for more intricate tasks or advanced metrics, he was largely on his own.

Mark also described BrightGauge's alerts as not ideal for their open-space office. It became hard to distinguish which alert pertained to whom.

The discovery of MSPbots offered an optimal alternative. Mark shared, "When I saw MSPbots right away, what intrigued me was being able to have the option of sending the message in Teams or via e-mail along with us being able to get the data from all of those different sources to see how our company was doing."

Transitioning from BrightGauge to MSPbots, Mark observed that some reporting features were similar, but MSPbots stood out for its extensive integrations with other products.

Mark also added, "I think the one of the biggest things was the onboarding; the help that I got creating all of the dashboards that we needed, and then the constant creating of different dashboards and widgets that you guys do."

Once he was able to see their metrics, he found value in the data-driven revelations that displayed that they were undercharging certain longstanding clients, leading to a necessary reevaluation of pricing structures. This kind of insight, born out of a robust onboarding process and platform capabilities, was instrumental in fine-tuning their business strategies.



# The Impact of Next Ticket

In the absence of a service desk manager, Mark was searching for a way to optimize and supervise their support processes, especially considering that they were a smaller shop—leading him to test out Next Ticket.

“When I saw the alerts that MSPbots does, it kind of created like a mini manager for me, so I wouldn't have to worry [about] a lot of things,” Mark explained.

The initial setup of Next Ticket is crucial. Mark underscores this by highlighting the challenges a dispatcher faced in identifying high-value clients immediately. With Next Ticket, they overcame this limitation through prioritizing clients based on parameters such as MSP agreement revenue. This ensures the high-end or VIP clients receive the attention they deserve.

Next Ticket's point system and capability to classify tickets according to company status, technician expertise, MRR, and more, exemplifies its efficiency. “Once it's set up, if you have a dispatcher, then they can do a bunch of different other stuff and not have to worry about that,” Mark commented.

**Overcame  
Dispatcher Challenges  
with Prioritization**

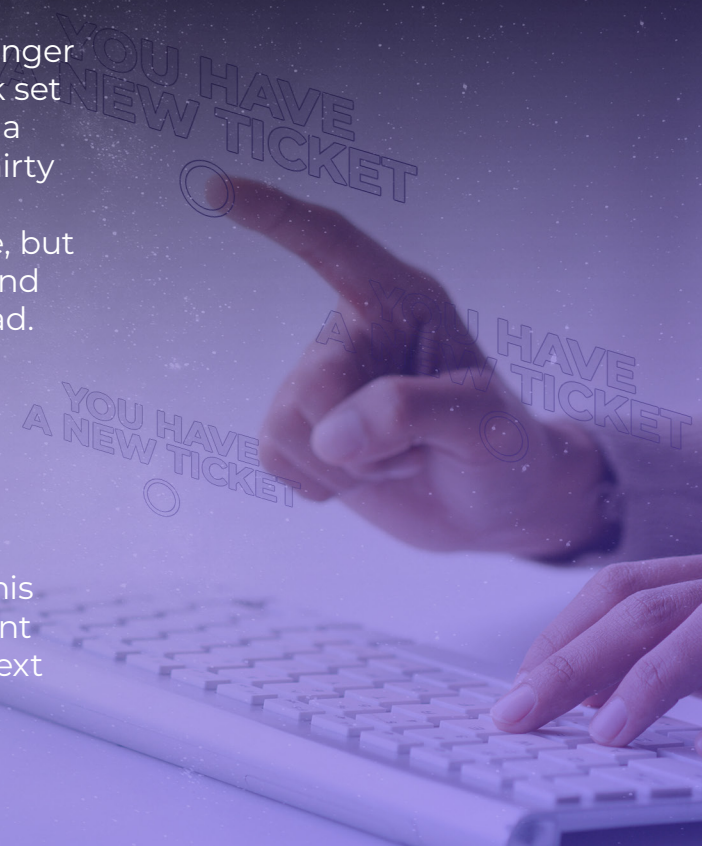
**Experienced  
Change in Ticket  
Handling Process**

**Enabled Ticket  
Classification with  
Point System**

With Next Ticket in place, Excellent Networks witnessed a significant change in their ticket handling process. Previously, technicians could (and did) cherry-pick tasks or they might linger on a ticket longer than they should. To address issues like these, Mark set up a bot that sends a notification for instances like a first-level technician not resolving a ticket within thirty minutes. This ensured that tickets were not only addressed based on priority rather than preference, but also escalated when necessary, driving efficiency and promoting a more balanced distribution of workload.

*“I know that it's making us more efficient because tickets aren't falling through the cracks anymore,” Mark affirmed.*

Having these alerts emphasized the importance of swift tech support and reinforced accountability. This results in faster resolution times and a more efficient service process, all made possible by integrating Next Ticket into their workflow.





# The Importance of Automation in Scaling

The embrace of MSPbots is a game-changer for businesses looking to scale.

By providing instant access to vital data, our comprehensive business intelligence platform eliminated the cumbersome process of pulling individual reports, facilitating rapid data-driven decision-making.



*“In IT, especially with our clients, everybody wants everything —I guess in every area of life—everybody wants everything right away now. So, having a tool like MSPbots makes this more efficient.”*

Aside from being able to promptly see response times and checking if the technicians are escalating on time, Mark saw the value of visual aids like pie charts, helping pinpoint recurring ticketing issues. If one segment grows disproportionately, it suggests a consistent challenge, such as recurring software issues, that can be addressed proactively.

MSPbots not only saves time and optimizes efficiency, it also plays a central role in empowering businesses to scale, enhance revenue, and deliver accelerated services.



# Strategies and Best Practices with MSPbots

Having started using MSPbots in 2022, Mark advises newcomers looking to implement MSPbots to adopt a measured approach; to begin by identifying areas where your operations might be falling short and introduce automation gradually.

Transparent communication with your team is important too. Mark noted, “The biggest thing would be explaining to the techs why you’re doing this and then they get more buy-in when you have a good reason other than we just need to make more money or something like that.”

It's natural for technicians to initially view new tools, such as bots, with skepticism, even perceiving them as impediments. To counteract this, Mark suggests explaining the overarching objective. He emphasized the need to level the playing field with larger MSPs despite having a smaller workforce. By clarifying the rationale behind adopting bots—such as enhancing speed in ticket escalation and resolution—he managed to garner their team's support.

Rather than viewing bots as adversaries, the techs began to recognize them as allies in fostering efficiency.

**Identify Areas  
Where You Might  
Be Falling Short**

**Gradually  
Introduce  
Automation**

**Be Transparent to  
Your Team About Your  
Goals for Automation**





# MSPbots Service Experience

The MSPbots service experience, as shared by Mark, stands out in its comprehensive and responsive nature.

Mark commended the initial onboarding, “They were able to take everything that we already had in BrightGauge and just move it over to MSPbots. That was really helpful.”

This proactive approach, coupled with the responsive support for matters such as widget troubleshooting, reinforces MSPbots' commitment to client success.

Whenever assistance is required, especially with tasks such as fixing a widget, the support team delivers excellent results.

Apart from that, Mark added another highlight, “I especially love the program that we're at: I get to have my monthly meeting with my account manager.” During these interactions, the account manager updates him with new features, understanding that amidst the flood of emails, some updates might be overlooked. If there's a pending issue, the account manager assures the team addresses it promptly.

These monthly check-ins serve as a platform for immediate feedback and resolution. This attentive, regular touchpoint, emphasizing education and active problem-solving, gives clients a palpable sense of value, setting MSPbots apart in service delivery. Mark concluded, “It's an extra that nobody else does.”



Diving into Mark Luna's journey with MSPbots was nothing short of enlightening.

From humble beginnings as a solo IT crew to evolving into a powerhouse service provider, it's clear: MSPbots is a game changer for small to medium-sized MSPs trying to keep up in this fast-paced tech world.

Handling dispatcher hiccups, sifting through mountains of data, and keeping up with the tech curve can be tough, but with MSPbots things became a whole lot smoother. Next Ticket's prioritization, instant data access, and the focus on the 'why' behind strategies all come together to make this platform a total win for Excellent Networks. Let's not forget the MVP service experience from the MSPbots team—from onboarding to those regular check-ins, it feels more like a partnership than a transaction.

A huge shoutout to Mark from Excellent Networks for sharing this journey with us. If his story and challenges sound familiar, give MSPbots a shot! [Book a demo](#) or dip your toes with a [free sign-up](#), the door's wide open. See what the buzz is all about!