



TOP 10 TIPS

Boost the
Efficiency and
Profitability
of Your

HELP DESK

As an MSP, your help desk is the backbone of your business. It's where you interact with your clients, troubleshoot their issues, and ensure their satisfaction. But running an efficient and profitable help desk is easier said than done.

That's why streamlining your help desk operations is critical to the success of your MSP. Improving help desk efficiency allows you to boost client satisfaction and retention, as well as profitability. In this guide, CrushBank's experts share tips, tricks, and proven strategies from decades of experience in the industry.

TIP 1

Foster a Customer-Centric Culture

Your help desk is often the first point of contact a customer will have with your company, making it crucial for your staff to deliver exceptional customer service. One way to foster a customer-centric culture is by rewarding employees for positive customer feedback, and empowering them to go above and beyond to solve customer issues.



CrushBank can help by giving them the information they need to solve customer problems faster, resulting in increased customer satisfaction and sentiment.

TIP 2

Offer Self-Service Options

In the age of everything digital, customer-facing self-service options are a must. They allow your customers to resolve common issues quickly and easily on their own, reducing the number of tickets your help desk technicians need to handle. They also drive escalations down, allowing your technicians to focus their expertise on more complex issues.



CrushBank's powerful AI Knowledge Management system allows you to designate client facing content that will automatically be sent to your clients when certain types of tickets are opened, if they are related to their issue.

TIP 3

Monitor Key Metrics

MSPs have access to a massive amount of data – the trick is knowing what’s actually valuable to your operations. Monitoring key metrics can help you identify areas for improvement and optimize your help desk operations for maximum efficiency. For example, tracking response time and ticket resolution time allows you to determine how much time a new ticket should take to be resolved, and we all know that faster speed to resolution means happier customers. If this task can be automated, all the better.



Did you know? CrushBank has an Auto Budgeting feature that helps you determine how long a ticket will take to resolve based on an algorithm fed by similar tickets in the past.

TIP 4

Keep Your Core Team

Good training sets your team up for success, but what happens when the average MSP turns over 30% of its employees every year and it takes 4 months to get a new employee up to speed? The answer isn't increasing your headcount, it's learning how to better leverage your existing support team. Giving your technicians a way to work with both their old systems and new systems will increase satisfaction and employee retention.



CrushBank makes new hires productive immediately. With historical data visible and accessible, they can easily review successfully resolved tickets for the same issues.

TIP 5

Simplify Your Workflow

The industry is fast-paced, and your business needs to streamline your workflow to stay competitive. Removing unnecessary steps, automating simple or repetitive tasks, and addressing tool fatigue by implementing a unified system not only saves time and reduces the likelihood of errors, it also improves employee morale and allows your technicians to focus on delivering top-tier support.



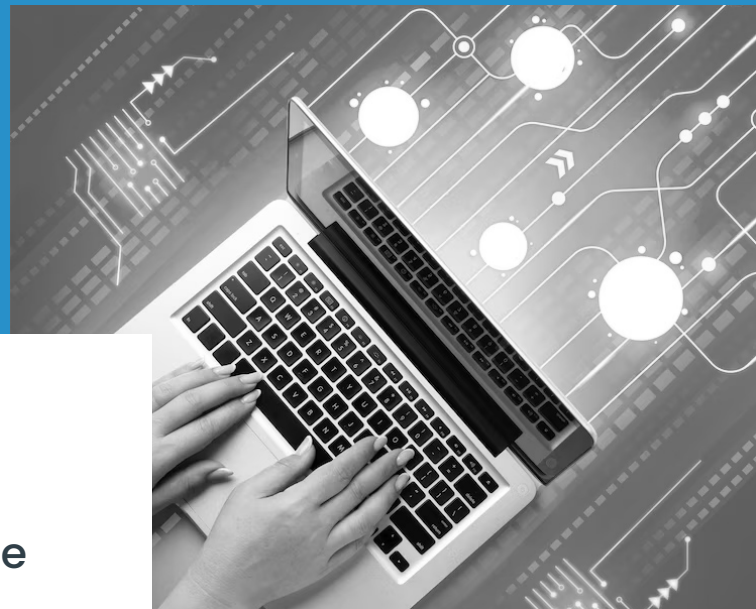
With CrushBank's multi-platform integration, you can overcome tool fatigue and function efficiently with inherited systems as is and make the transition to unification less painful.

TIP 7

Create a Centralized AI Knowledge Base

While there are benefits to maintaining separate databases, it is inarguable that data consolidation significantly reduces overall business costs with fewer licenses to maintain. A centralized database also allows you to generate strategic and operational insights that empower data driven decisions. As for your help desk, this simplified, holistic view of your client information and historical data can provide your team with the resources they need to quickly and effectively troubleshoot issues, improving speed to resolution and increasing client satisfaction.

MSPs use a variety of documentation systems, but configuration details stored inside can be hard to find. CrushBank ingests the details into the AI Knowledge Management system to be surfaced when relevant.



TIP 8

Leverage Automation and AI

AI-powered automation is necessary for MSPs if they want to scale and stay competitive. Automating repetitive, tedious, and time-consuming tasks saves hundreds of hours and reduces operational and labor costs. These optimized processes free up your technicians, allowing them to focus on tasks that require human attention. The resulting boost in productivity improves service quality and helps retain customers.



CrushBank increases tickets closed per technician by 20% by presenting them with previously unsearchable information for tickets, configs, and docs. Our AI understands the issue and displays information to assist in the resolution from previous service tickets, knowledge base articles, third party documents and more.

TIP 9

Transform Employee Interactions Into Company Intellectual Property

Transforming employee interactions into your company's intellectual property can significantly benefit your MSP. By capturing the knowledge and expertise of your team, you can leverage the intelligence contained in past trouble tickets to resolve current issues – reducing response times, increasing first-time resolution rates, and boosting the overall productivity of your help desk.



CrushBank allows technical support organizations to finally deliver true strategic direction to their customers by turning all of the fractured experiences in their systems into intellectual property and functioning advice.

TIP 10

Bring Relevant Data Straight to Your Technicians' Fingertips

By providing your technicians with relevant data and insights, such as historical ticketing details, product documentation, licensing and credentials, they can spend less time searching for information and more time using their technical expertise to resolve customer issues.



CrushBank ingests large volumes of unstructured data – your biggest asset – and uses machine learning and natural language processing to find the right answers to questions instantly.



By streamlining your help desk operations with these 10 tips, tricks, and strategies, you can improve efficiency, increase profitability, and boost client satisfaction and retention. CrushBank's AI Engine helps you transform your IT support, delivering IT support in the blink of AI, allowing you to take back your client knowledge and presenting you with a unified view of your world.

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