



# Create **WOW** Moments

## 4 Exceptional Customer Service Tips

### Highly successful MSPs pursue these customer success practices

A satisfied customer is the lifeblood of a winning Managed Service Provider (MSP). Today's MSPs that apply principles for quality customer service have customers that feel cared for with a responsive, proactive security partner that brings value to the table.

#### 1. Drive home the business value of security

Help your customers clearly understand the risk of cybercrime and the value that a best-in-class security service provides to their business. Offering market statistics helps convey the value your service brings to their business. Analyst research and vendor reports, such as publications by our [Threat Intelligence Team](#), are great resources for this information.

For example, explain that proactive maintenance and monitoring can prevent downtime for their business. Give them a realistic breakdown of what they will be billed monthly compared to the costs of recovering from a ransomware attack or other type of major security incident.



#### 2. Invest in building trust

Trust is essential to any successful MSP and customer relationship. You can form a strong, long-term relationship using a number of strategies.

✓ **Check in, make sure your customers are doing ok**

Demonstrate that your primary concern is their protection and success. When customers feel you care as much about their business as your own, they become loyal customers.

✓ **Be on top of threats, before they impact your customers**

Demonstrate that your product and services take on a detect and respond approach, rather than a prevention-only model. Also, engage with customers about current threat trends, which shows you're on top of the latest information and thinking about the safety of their organization.

✓ **Provide best-in-class technologies and services**

This is probably stating the obvious, but it's true that a bad experience with your service or product offerings will break customer trust and fast track them to move to a new MSP.

✓ **Follow up consistently**

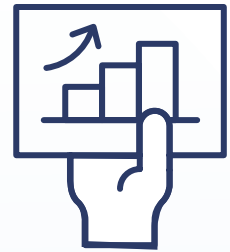
If malware remediation becomes necessary, demonstrate that you are there for your customers. Keep them in the loop as you progress with restoring their machines and let them know your plans to prevent any further infection.



### 3. Sell outcomes, not technology

Focus your customer conversations on the business benefits they are gaining from engaging your service. Monthly reports or quarterly business reviews are a perfect time to remind customers of the positive outcomes they're realizing.

Show them the long-term benefits of a security strategy that is proactive instead of reactive, the concrete savings of business uptime, the potential for productivity preservation in the event of a cyber-attack, and protection from extortion—which is an ever-increasing concern in ransomware attacks today.



### 4. Use the right tools for the job

Your different customers will likely have different security needs. It's good practice to apply the best security technology that suits each specific customer's needs. That's why it's helpful for MSPs to choose a security partner, like ThreatDown, that provides various levels of solutions. This makes it easy to offer your customers the most suitable option.

For endpoint security, it's important that your preferred vendor maximizes your efficiency. Look for things like an intuitive dashboard that helps streamline your provisioning and overall management of your customers' endpoint protection. These capabilities will increase your bottom line and your MRR.



## #1 Cybersecurity Solution For MSPs

When you select ThreatDown as your endpoint security vendor-of-choice, you not only get a best-in-class solution, but you also get all of the essential client management and partner resources to accelerate growth, remain cutting edge, and deliver on your clients' expectations.

The ThreatDown MSP Program is designed to foster meaningful, profitable and long-lasting relationships—one that enables you to grow your revenue while lowering your costs. We recognize the value of our MSP partners and are committed to building a long-term, successful relationship together.

### Learn more

For more information on the ThreatDown MSP Partner Program, visit:

[threatdown.com/partner-program/msp](https://threatdown.com/partner-program/msp)



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