

Get Your Business Off the Sidelines with Business Intelligence:

*A Proven Game Changer for
Solution Providers*



Featured Product:

 **BrightGauge**

a  ConnectWise solution

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Introduction

The best place to be in business—and in life—is IN the game, not on the sidelines. Business owners and managers everywhere struggle to strike that elusive work-life balance. But in the world of technology solution providers (TSPs), success and growth—good things—often have unintended consequences. Consequences like long hours, burned-out employees as well as losing solid customers who feel they're no longer getting the attention and insights they need. All factors that can put the brakes on the very growth that caused them. But, as you'll see, putting all your valuable data in one place for high level visibility and ease of use drives both business success and customer loyalty. **The bonus? It gives you your time back.**

Let's take a look through the eyes of our fictional hero, Martin Diaz, as he takes a journey to a business and life altering decision.

Martin, standing in the coach's box for his daughter's softball team, feels a million miles away from the stresses of last year. No work emergencies or reports hanging over his head.

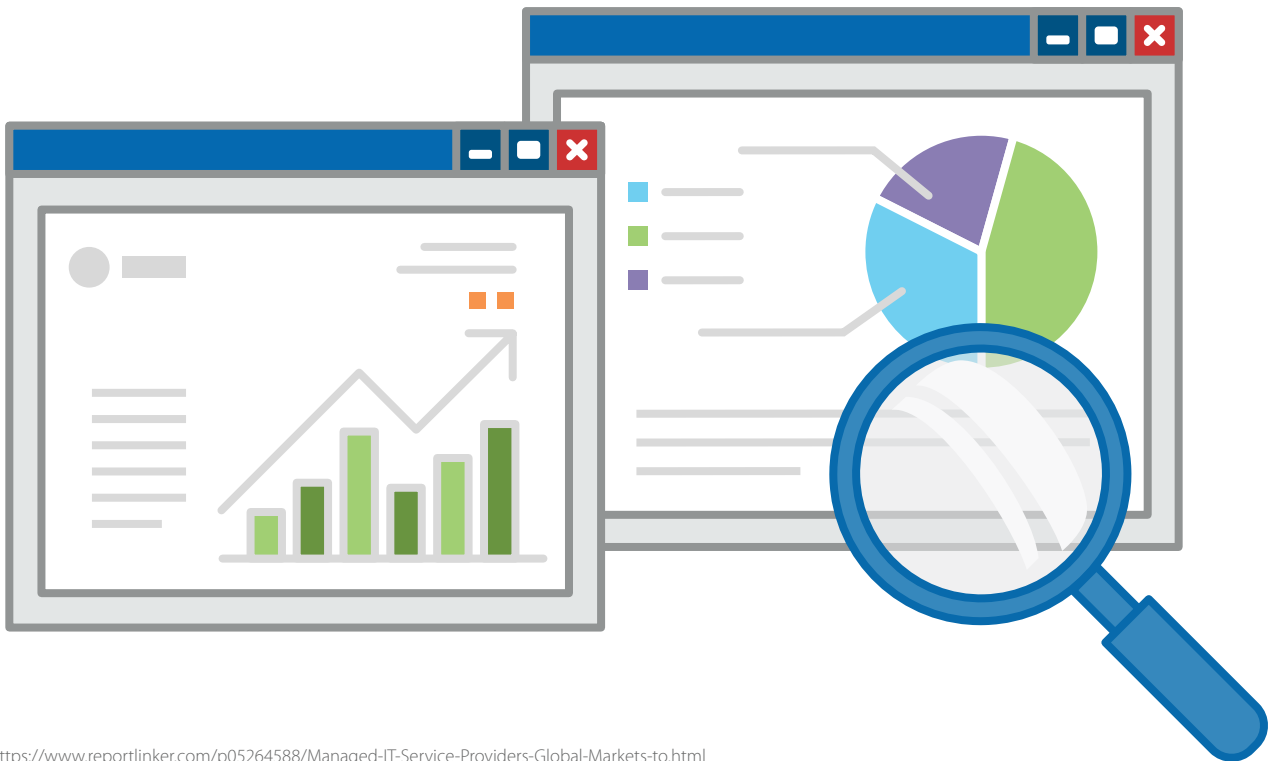
Saturdays weren't always spent like this, not since Martin founded Tech2-1 Managed IT. Instead, if he made it to the ballpark at all, he sat on the sidelines working on his laptop. More often he spent weekends at the office, painstakingly building client reports and tracking tickets against employee time and stats that are equally painstaking to find and correlate.

Sound familiar?

As Martin discovered, however, there's hope. His journey from being an overworked and frustrated business owner with no time for anything else to coaching his daughter's softball team tells that familiar story, but now one with a happy ending.

But to get to Martin's bright present—one with both a thriving business and a satisfying personal life—he **first had to choose to get off the business sidelines and make a decision.**

Solutions using a company's invaluable data—business intelligence—ranks as one of the fastest growing trends for companies, especially those that offer client-focused services. **And companies that use analytics are five times more likely to make faster (and better) decisions.**¹



¹ <https://www.reportlinker.com/p05264588/Managed-IT-Service-Providers-Global-Markets-to.html>
<https://www.gartner.com/newsroom/id/3871105>
<https://www.slideshare.net/ekolsky/cx-for-executives>

Staying on the Sidelines of Today's Data Revolution Hurts More Than Just Your Business

Not long before becoming his daughter's softball coach, Martin's data management and reporting strategies just didn't work as they should. It impacted both his business growth and his life at home. Unknown to him, Martin's problems could have been easily solved with the dynamic management and reporting solutions available. Solutions that get his business off the bench and back in the game. And, him home with his family.

Solutions that:

- **Give high level visibility and transparency of his important data**
- **Provide ease and accuracy in customer reporting**
- **Allow painless and easy to access data in one convenient place**

Martin, like many service providers, used the spreadsheets, bookkeeping pages, notes and tickets, all adapted from his break-fix days when the business was small. These limited and inflexible views make customizing reports and even finding information a frustrating experience.

What's more, these sporadic reports are hard to look at and even harder to understand, so clients don't get the "whole picture" of service value they're receiving. That makes for some unhappy clients who feel neglected and underserved.

The danger of continuing with this kind of reporting? Disappearing customers.

The fact is that only 1 in 26 clients ever even bother to complain before they simply vanish—and what business can afford that?²

² <https://www.slideshare.net/ekolsky/cx-for-executives>

Staying on the Sidelines... Continued

A PricewaterhouseCoopers study titled “Experience Is Everything” found that 60% of consumers surveyed said they would stop doing business with a company if they experienced unfriendly service. Additionally, 46% said they would do business elsewhere if employees lacked the knowledge to help them. One in three (32%) say they would walk away from a brand they “love” after just one bad experience.³

What Martin, and any solutions provider, needs to be competitive today is a great customer service professional services automation (PSA) solution that delivers great customer service tools and reporting. The new world of business intelligence has data management tools that make it easier for providers like Tech2-1 to run day-to-day business activities and serve customers more effectively, including:

- **Efficient ticket management**
- **Time and personnel assignments**
- **Response times logs and resolutions**
- **Setting and tracking performance goals for every team member**

All with customizable and automated data reporting that gives solution providers data visibility to build confidence, free up time, and communicate value to clients.

A Business Intelligence (BI) Analytics Roundup reported by Forbes found that 85% of business leaders believe Big Data will dramatically change the way they do business. **And the numbers prove it.** The Business Intelligence (BI) Market was valued at USD 20.516 billion in 2019 and is expected to reach USD 40.50 billion by 2025, at a CAGR of 12% over the forecast period 2020-2024.⁴

³ <https://cmo.adobe.com/articles/2018/4/new-study-finds-consumers-would-pay-more-for-better-cx-pwc.html#gs.zy6q94>

⁴ <https://www.businesswire.com/news/home/20190724005549/en/Global-Business-Intelligence-BI-Markets-2019-2024-->

The Game Changer – Partnering with the Right Solutions

As you can see, our hero is just beginning to understand how smart solutions can be a game changer.

So how do you make sense of a vast array of information, and, more importantly, how can you use it to make better business decisions?

Here are some things your clients are clamoring for:

- Easy to understand analytics that show the value of services
- Reports that match performance against their SLAs
- Accurate, fact-based information that they can easily use for their business decisions

With the right data solution, your team will benefit from:

- Consistent, reliable, and readily available data
- Easily customizable reports to share with clients on an automated schedule
- A one-stop data portal that easily and automatically updates clients profiles
- Team visibility and the tools to motivate and encourage better and faster outcomes

Without a doubt, a PSA solution like [ConnectWise Manage®](#) provides easy-to-deploy, multi-function tools that solve problems like those facing Tech2-1 and other solution providers, such as business management, ticketing, time tracking, and more. And, with BrightGauge's superior SLA and reporting options, solution providers get valuable data front and center for maximum visibility and ease of use.

The Game Changer... Continued

Through customizable reports and analytics, clients will clearly see the value your solutions bring to their business. And not to be overlooked are the insights and morale boosting benefits of visibility for the solution provider's entire team. They, too, have high impact views of their successes or where they can improve—easily and at their fingertips. And with BrightGauge's proprietary goal-setting feature, your teams can maintain accountability against goals and **company KPIs** to drive individual and company success.

ConnectWise Manage keeps all your data in one place. And paired with BrightGauge reporting, you'll enjoy an even greater range of reporting options.

Options which:

- Drive internal efficiency
- Show the true state of the business
- Demonstrate clear value to customers
- Set the stage for new growth



⁵ <https://www.gartner.com/newsroom/id/3871105>

The Game Changer... Continued

The global customer relationship management (CRM) software market is forecast to grow to 40.26 billion U.S. dollars in size in 2023. This is a projected increase of more than five billion U.S. dollars from 2018, at a compound annual growth rate (CAGR) of 2.8 percent.⁵

ConnectWise Manage and BrightGauge—with their powerful reporting flexibility and masterful easy-to-use, brand-centric dashboards—are the solutions your company desperately needs. **When used together, your customers will start receiving beautiful, branded, and intuitive reports automatically, sent on your schedule, whether it's daily, weekly, or monthly.**

More importantly, ConnectWise Manage lets you track and update your projects with automatic and seamless integration to the CRM functionality in the software. That means no more long days or late nights tracking down and compiling information from multiple sources.

By getting off the sidelines of the BI revolution, your team could soon enjoy:

- **KPIs that track progress for hundreds of metrics including revenue sources and time to resolution.**
- **Reports that show a complete story of business success and opportunities.**
- **Finding data in one convenient place with transparent analytics that drive efficiency and growth.**

ConnectWise and BrightGauge know this new world of business intelligence, with first-hand knowledge of the unique needs of service providers. With the efficiencies of ConnectWise Manage and the insightful reporting features from BrightGauge, you can 'slice and dice' data any way you like to showcase the value of your company to clients, as well as to your entire team.

⁵<https://www.statista.com/statistics/605933/worldwide-customer-relationship-management-market-forecast/>

Delighting the Customer – Is It Worth It?

You bet it is.

With ConnectWise Manage, exceptional customer service begins with focused tracking of all clients data. This allows you to provide visibility in ticket management, demonstrate SLA responsiveness, assemble useful reports, and stay in touch with clients more consistently. Pairing ConnectWise Manage with BrightGauge reporting provides your clients with the value they so desperately need and deserve from their solution provider. You can show them real-time metrics of your effectiveness, so they have no doubt of the impact of your service.

You let them know you've got their back.

The Tangible Benefits of Delight:

- It costs six to seven times more to get a customer than to keep one.
- Customer-focused services enjoy a 42% improvement in customer retention.
- 66% of customers switch because of poor service.
- And 55% of customers are willing to pay more for a guaranteed good experience.⁶

And, as Martin soon found out, his decision to take control of the company's data management and reporting produced high impact results. When Martin decided he needed to better manage his clients and project data, he started a journey that led him to a solution that builds better customer relations and a more efficient business—and yes, this decision even allows him and his staff to spend more of their off time with family and friends. Martin is off the sidelines of both his daughter's life and at Tech2-1, and things have never looked better. The business is growing, his clients are happier, his team is excelling, and his family—well, they get to see a lot more of him.

⁶ <https://www.slideshare.net/ekolsky/cx-for-executives>

Conclusion

Martin's happy ending can be yours.

By partnering with ConnectWise Manage and BrightGauge, you'll enjoy a whole new world of possibilities. Like our hero, you'll launch your business from the sidelines to more effectively use your valuable business intelligence and take back your valued time.

Time to inspire your team, delight your clients, and to scale and grow your business. And, time for the more important things in your busy life—like living it.

It's never been easier to get off the sidelines of the business intelligence revolution—to win more at business—and at life.



BrightGauge allows you to better organize all of the data that matters to you, so you can spend more time making stronger business decisions.

With dashboards that update in real-time, keep track of all your data without missing a beat. Plus, create professional, interactive reports that are great to share with clients or internal team members. More about BrightGauge and ConnectWise Manage can be found [here](#).