

CompTIA Managed Services Community helps MSPs boost customer acquisition, retention and growth



A new tool to help managed services providers (MSPs) navigate the customer engagement process – from initial prospecting through contract renewal – is available from CompTIA, the nonprofit association for the technology industry.

The Managed Services Client Lifecycle was created by the CompTIA Managed Services Community to help MSPs with customer acquisition, retention and growth.

The tool allows any MSP to visualise the optimal client engagement for a managed services practice. When combined with other content and programs created by the CompTIA Managed Services Community, MSPs have access to a robust selection of resources to help them build and grow an effective services business. The resources are linked to the Managed Services Client Lifecycle graphic, which makes it easy to find the most relevant and helpful information available.

An upcoming CompTIA study on the managed services market reveals that the top two immediate priorities for MSPs are increasing their volume of net new customers (cited by 62 per cent of MSPs surveyed) and expanding business with existing customers (58 per cent).

“Many MSPs are winging it, with no real direction or understanding of what it takes to bring on a new customer and keep the customer for the long term,” said Vince Tinnirello, community chair and CEO of Anchor Network Solutions, a Colorado based provider of IT consulting services. “The Managed Services Client Lifecycle can help them identify and evaluate all areas of their business to assure that they’re doing all they should for their clients.”

“Each of these lifecycle steps must work together to build an effective MSP business model,” said community member John Tippet, vice president and general manager of Aisle8, a unified manufacturer and distributor serving IT solution providers and headquartered in Charlotte, N.C.

“This tool provides a graphical overview of the MSP client lifecycle and helps visualise how each area is related,” Tippet explained. “The interface brings a breadth of resources together for easy access in each of the major cogs.”

To access the Managed Services Client Lifecycle tool, visit <https://www.comptia.org/communities/managed-services/documents-resources/managed-services-ag>.

The CompTIA Managed Services Community includes MSPs, managed service vendors and other industry to IT industry thought leaders working together to advance the managed IT services industry. To learn more or to get involved with the community, visit <https://www.comptia.org/communities/managed-services>.

About CompTIA

The Computing Technology Industry Association (CompTIA) is a non-profit trade association serving as the voice of the global technology industry. With approximately 2,000 member companies, 3,000 academic and training partners, 80,000 registered users and more than two million IT certifications issued, CompTIA is dedicated to advancing growth for technology companies and tech workers through educational programs, market research, networking events, professional certifications and public policy advocacy. To learn more, visit CompTIA online, Facebook, LinkedIn and Twitter.