

Promys email Aug

Subject: 5 Ways MSPs chase away clients

From: Jim Barnet

[First Name:]

While some customer attrition is inevitable, sometimes MSPs make mistakes that are sufficiently serious to cause clients to change providers. [Learn what those five mistakes are in this blog post.](#)

1. The most common reason clients change MSPs is unscheduled downtime.

Employee behavior is often to blame. Downtime culprits include phishing and cybersecurity challenges. Employees who are unaware of the impact of their actions can not only crash a network, but also can open a door for hackers to steal valuable data. And while employee behavior is not the responsibility of the MSP, it does provide an opportunity for a new value-added service.

A good MSP will offer services that alert clients *before* things go awry.

New service offerings can include monitoring and cybersecurity training for a client's employees, a valued addition that can strengthen the relationship between the MSP and the client. This builds a deeper level of trust, adding a new revenue stream and increasing the likelihood of customer retention.

2. If a client has to explain their business and recent support activity every time they call for support, the client is going to feel you're guilty of three things. [Learn what those three things are so you can avoid them.](#)

3. Good MSPs know exactly what other IT services are connected to an account, and they assume responsibility when things go wrong – regardless of who's at fault.

An MSP who blames the client for not buying what is necessary will motivate that client to shop for a new MSP.

If a support rep told you, "Sorry. Had you bought X from us instead of Y from elsewhere, we could help you," how would you react?

Your staff must know three things to avoid losing a customer over the phone... [read the blog post](#) to see if your staff is ready to handle every situation appropriately.

4 & 5. Knowing the five ways MSPs drive clients away is only half the issue... the other half is discovering what you can do about it... [which you can find by reading the post here](#).

Kind regards,

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