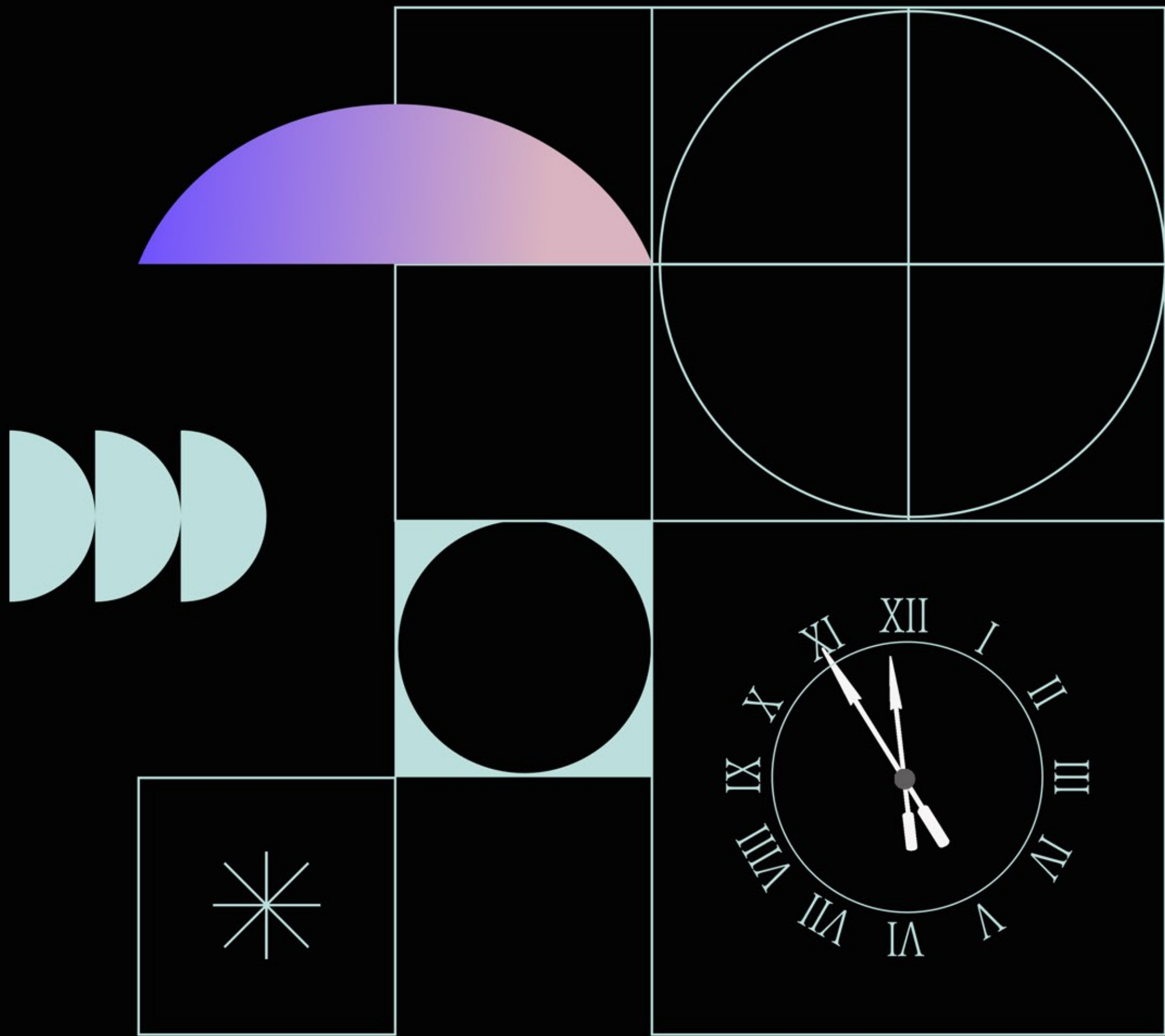


Beating the clock:

Response time
playbook for MSPs



Why **Speed** Matters in IT Support

Imagine this: You're an IT manager at a growing company, and suddenly, an essential tool crashes. You reach out to your Managed Service Provider (MSP) for help, hoping for a quick resolution. Minutes turn into hours, and before you know it, the delay begins affecting your entire team's productivity. Frustrating, isn't it? Now flip the perspective. Imagine being the MSP responsible for handling this situation. The pressure is immense, and every second of silence feels like a missed opportunity to build trust.

In today's fast-paced digital world, speed isn't a luxury; it's a necessity. Customers demand quick resolutions to their issues, not because they're impatient, but because they depend on IT services to keep their businesses running smoothly. For MSPs, this means response time; the interval between a customer reaching out and your team taking the first step toward resolution has become the cornerstone of exceptional service.

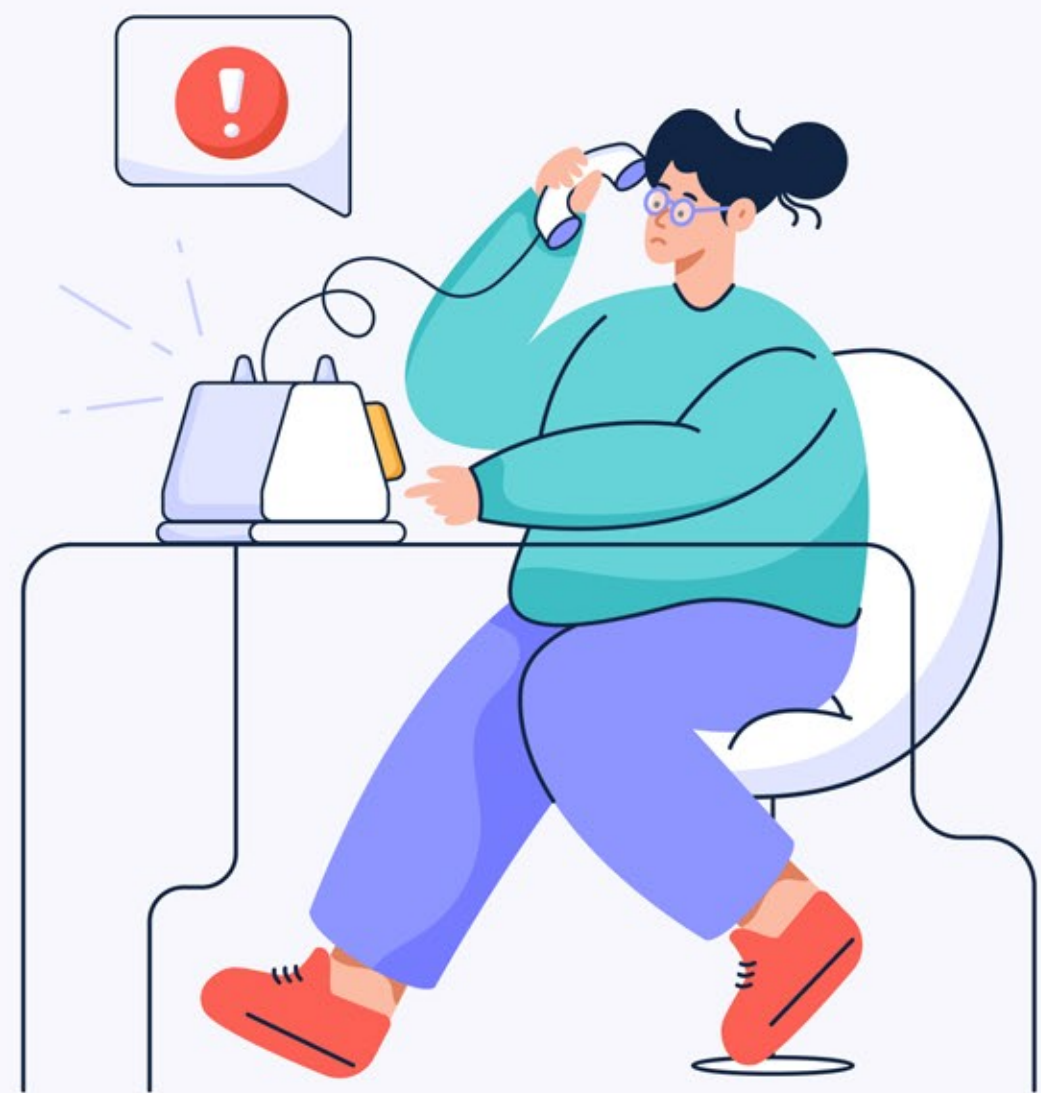


Why? Because response time sets the tone for everything else. A quick, attentive response shows that you value your clients' time and understand the urgency of their problems. On the other hand, a slow response, even if the eventual resolution is perfect, can leave a sour taste. It's the difference between a client who raves about your service and one who's already looking for your replacement.

Response Time: The KPI Everyone's Watching

Let's pause for a moment to think about the metrics MSPs use to measure their success. Ticket volume, resolution rates, customer satisfaction scores; they're all important. But response time? It's the metric your clients feel the most. It's the first impression they get when they report an issue. And as we all know, first impressions are everything.

Picture this: A client submits a ticket about a network issue that's disrupting their workflow. Within minutes, they receive a message acknowledging the ticket, with a reassuring "We're on it." Even if the issue takes time to fix, that immediate acknowledgment goes a long way in calming nerves. Now imagine the same scenario but with radio silence for hours. The client starts wondering if you've even seen their request. Their frustration grows, and by the time you respond, they're already upset, not about the problem, but about the lack of communication.



This is why response time is more than just a number. It's a signal. A short response time says, "We care, and we're here for you." A long one says, "You're not a priority." It's no surprise, then, that faster response times are directly linked to happier clients, stronger trust, and higher retention rates. People don't just remember how well you solved their problem; they remember how quickly you made them feel like their problem mattered.

Challenges of Traditional Support Channels

Now, if fast response times are so crucial, why do so many MSPs struggle to achieve them? The answer lies in the tools they're using.



✉ Email Support: The Waiting Game

Email might be great for sending newsletters, but for IT support? Not so much. Clients send an email, then wait. Maybe they get an auto-reply, but that doesn't tell them when someone will actually start working on their issue. The back-and-forth exchange often takes hours, sometimes days, just to clarify the problem. And for the MSP, managing tickets across a cluttered inbox is like trying to find a needle in a haystack. It's slow, it's messy, and it leaves everyone feeling frustrated.

📞 Phone Support: Personal but Problematic

Phone calls feel more direct, but they come with their own set of challenges. For one, they tie up resources; both yours and your clients'. Techs spend valuable time on lengthy calls, often having to juggle other tickets in the process. Documentation becomes tricky, and follow-ups are harder to manage. Plus, during peak times, it's nearly impossible to scale phone support without leaving clients stuck in a queue.

The result? Techs feel overwhelmed, clients feel neglected, and response times stretch longer than they should.

📧 Faster Ticket Resolution = Happier Clients

Let's face it: No one likes to wait, especially when something critical isn't working. A quick response doesn't just resolve the issue; it reassures your clients. It tells them, "We've got this." And that reassurance is invaluable. It keeps clients calm, builds trust, and shows that you're not just another vendor; they're your priority.

Moreover, by introducing automation, like auto-responses and auto-assignment, you can make this reassurance instantaneous. Automated workflows ensure that no ticket sits unattended, immediately assigning it to the right technician or team based on rules you set. This eliminates delays caused by manual triaging and sets the stage for a fast and structured resolution from the moment a ticket lands.



Think about the last time you received great service. Maybe it was a fast reply from a customer support team or a server at a restaurant who immediately brought you what you needed. It felt good, didn't it? That's the feeling your clients should have every time they interact with your team. And it all starts with how quickly you respond.

Staying Competitive in a Crowded Market

Here's the thing: MSPs don't operate in a vacuum. Your clients have options. If you're slow to respond, they'll notice and they'll start wondering if another provider could do better. On the flip side, being the MSP that consistently responds quickly and effectively isn't just good for your clients; it's great for your business. It's how you earn referrals, keep contracts, and build a reputation that sets you apart.

But this isn't just about survival. It's about growth. Faster response times don't just help you retain clients; they help you win new ones. In a market where everyone promises "great service," being able to back it up with tangible speed and efficiency is a game-changer.

This playbook is your guide to achieving that speed and efficiency. Over the next chapters, we'll explore the challenges holding MSPs back, the tools and strategies that can help, and how you can leverage them to not just meet but exceed your clients' expectations. Because in the end, faster response times aren't just about closing tickets; they're about opening doors to stronger relationships and greater success.

So, let's dive in and discover how you can make response time your secret weapon.



Chapter 1:

The current challenges with email and phone-based support

When it comes to delivering exceptional IT support, the tools you use can make or break the experience for both clients and techs. For many MSPs, email and phone-based support have long been the go-to methods for handling tickets. While these tools served their purpose in simpler times, the modern demands of IT support have exposed their flaws.

Let's dive into the challenges these traditional methods present and how they affect response times, client satisfaction, and tech efficiency.

Inefficiencies in email support

Email is often the default mode of communication for many businesses, but as an IT support tool, it falls short in several critical ways.

⌘ Delayed Responses Due to Asynchronous Communication

Email works on its own schedule. A client sends an email describing their issue, and then... they wait. Maybe they get an auto-reply confirming receipt, but there's no guarantee when someone will pick up the thread. Unlike real-time communication, email lacks the immediacy that today's customers expect. By the time an MSP tech responds, the issue might have escalated, or worse, the client might already be frustrated.

The asynchronous nature of email often leads to unnecessary delays. Back-and-forth exchanges to clarify details, confirm steps, or request additional information can stretch response times from minutes to hours or even days. For clients experiencing urgent issues, this delay can be a dealbreaker.

☰ Harder to Track Updates and Status Changes

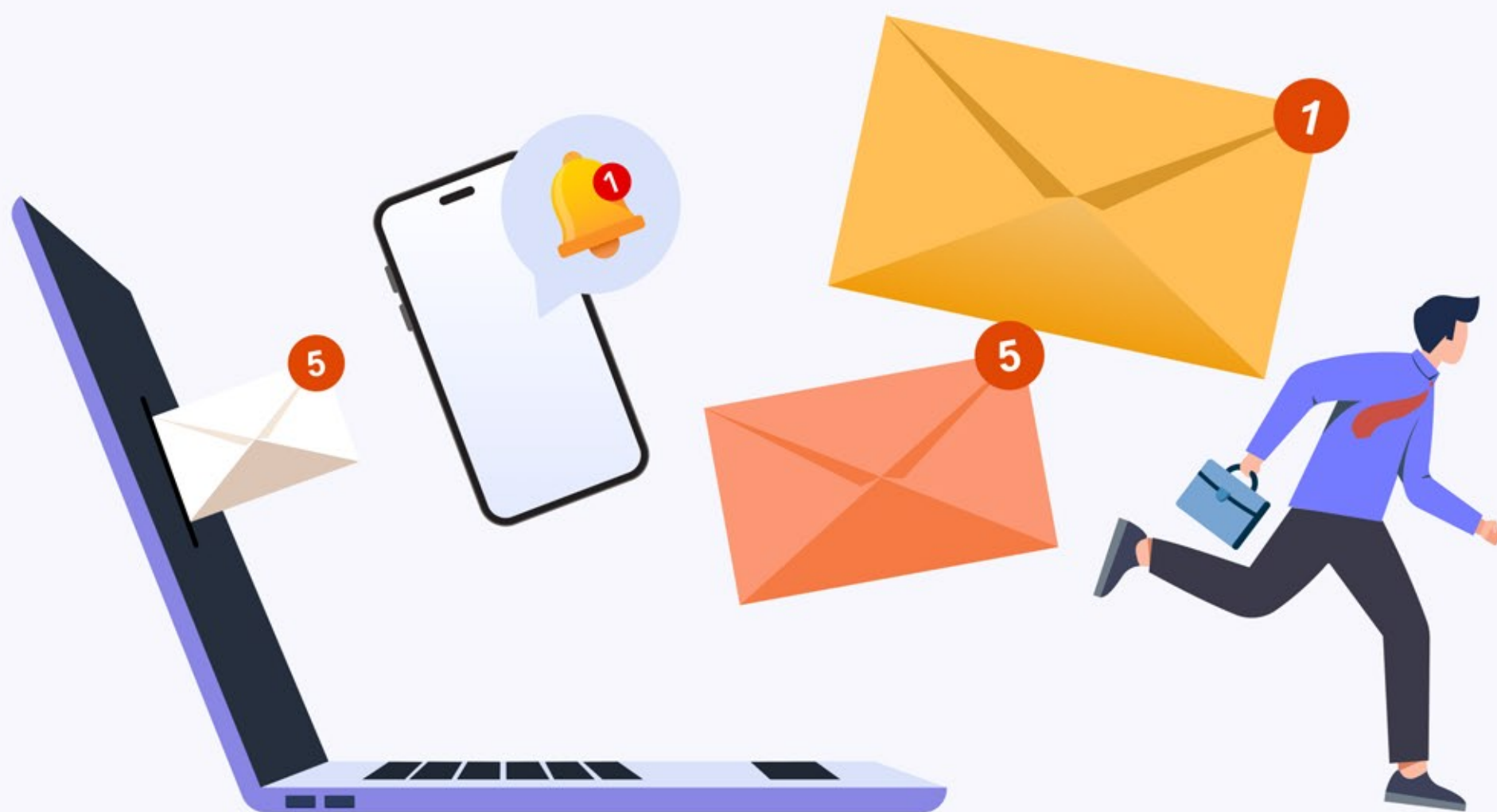
Managing tickets through email can feel like herding cats. Important updates get buried in long threads, attachments are misplaced, and critical details are overlooked. For techs juggling multiple tickets, the lack of a centralized system makes it nearly impossible to prioritize effectively.

Clients, too, suffer from this lack of visibility. They have no way of knowing whether their ticket is being worked on or has been forgotten. This uncertainty breeds frustration and undermines trust in the MSP's reliability.

🔗 Lack of Transparency for Both the Customer and the Tech

Email operates in silos. A client sends an email to the support team, but what happens next is often a mystery. They don't know if the issue has been assigned, who is handling it, or when they can expect a resolution. For techs, the story isn't much better. Without proper tracking or collaboration tools, they're left working in isolation, often duplicating efforts or missing key details shared earlier in the thread.

The result? Miscommunication, inefficiencies, and a poor experience for everyone involved.



Limitations of phone-based support

Phone support, on the other hand, offers a level of personal connection that email lacks. But for all its advantages, it brings its own set of challenges that can severely impact response times and scalability.

🕒 Time-Consuming for Techs and Clients

A phone call demands undivided attention. While this can be beneficial for complex issues, it quickly becomes a bottleneck when techs are fielding multiple requests or dealing with high call volumes. Each call takes significant time, not just for the conversation itself but also for documenting the details afterward.

For clients, phone calls can be equally frustrating. They have to find time in their schedule to call, explain their issue, and wait on hold if techs are busy. When compounded by other inefficiencies, the experience often feels more like a chore than a solution.



🗨️ Difficult to Document Conversations and Actions Accurately

Phone calls might be great for clarity at the moment, but they're terrible for documentation. Details discussed during the call need to be manually recorded often while the tech is juggling multiple screens or tools. Important information can slip through the cracks, leading to follow-up calls or miscommunication.

For MSPs, this lack of thorough documentation creates long-term inefficiencies. Without a clear record of the conversation, techs might need to re-engage clients to confirm details or repeat steps already covered, further stretching response times.

↪ Low Scalability for Growing MSPs

Phone support is resource-intensive by nature. Each tech can only handle one call at a time, making it nearly impossible to scale as ticket volumes grow. Hiring more staff to manage calls isn't always feasible, especially for smaller MSPs operating on tight margins.

As a result, during peak periods or major incidents, clients are often left waiting in long queues. For businesses that rely on uninterrupted IT services, this delay is more than an inconvenience; it's a liability.

The impact on techs and clients

The inefficiencies of email and phone support don't just slow down ticket resolutions; they create ripple effects that negatively impact both techs and clients.

📁 Techs Struggle with Fragmented Information

When information is scattered across emails, phone call notes, and disconnected tools, techs spend more time piecing together the puzzle than solving the problem. This fragmented workflow leads to slower resolutions and increases the likelihood of errors. Over time, it can also contribute to burnout as techs feel overwhelmed by the inefficiencies they're forced to navigate.

🕒 Customers Feel Frustrated by Prolonged Wait Times

For customers, the lack of transparency and slow response times are deeply frustrating. They're left in the dark, wondering if their ticket has been seen or when they can expect help. Each delay erodes trust and diminishes their confidence in the MSP's ability to deliver reliable service.

When issues drag on without clear updates, customers are more likely to escalate their complaints, or worse, start exploring other providers who promise faster and more efficient support.

A system that's straining to keep up

Both email and phone-based support were designed for a simpler time when ticket volumes were lower and customer expectations weren't as demanding. But in today's fast-paced IT environment, these tools often do more harm than good. They create bottlenecks, frustrate customers, and put unnecessary strain on tech teams.

In the next chapter, we'll explore how a modern, chat-based service desk like DeskDay can address these challenges head-on, offering a solution that's not just faster, but smarter and more collaborative. Because when it comes to IT support, the tools you use should work for you, not against you.



Chapter 2:

How DeskDay transforms response times

Designed with the modern MSP in mind, DeskDay takes the chaos of traditional service desk methods and replaces it with streamlined efficiency. At its core is a simple but powerful idea: chat-based support. But this isn't just another messaging tool. DeskDay is built to not only accelerate response times but also improve the way MSP teams collaborate, communicate, and solve problems.

Let's explore how DeskDay changes the game for MSPs.

The chat-based advantage

At the heart of DeskDay lies its chat-based service desk that prioritizes instant communication and seamless updates. With chat, MSPs move past the delays of traditional email and phone support, accelerating response times in meaningful ways.

Instantaneous Communication That's Fast and Scalable

Imagine an end-user submitting a ticket and getting an immediate acknowledgment through chat. This real-time interaction assures the customer that help is on the way while giving techs a head start. No delays, no uncertainty; just instant communication.

Chat allows techs to engage with end-users the moment an issue arises. There's no waiting for email replies or juggling the constraints of a phone call queue. Real-time communication accelerates the initial touchpoint, reducing the response time dramatically.

With DeskDay, techs can even handle multiple chats simultaneously, ensuring no end-user is left waiting, regardless of ticket volume.

DeskDay's chat-based approach eliminates the lag of email and the bottlenecks of phone calls. End-users can raise a ticket seamlessly, knowing they'll receive an immediate response. For MSPs, this means fewer queues and faster resolutions.

🗨 Easy Ticket Updates and Tracking Through Chat Threads

With DeskDay, every conversation is part of a ticket thread. Need to check the status of an issue? Just scroll up. No more hunting through inboxes or piecing together details from multiple phone calls.

- Both techs and end-users have a clear view of the ticket's history and progress.
- Updates, notes, and resolutions are all logged within the same thread, making it easy to track actions and ensure nothing falls through the cracks.

When end-users know exactly where their ticket stands, they're less likely to escalate complaints or repeatedly ask for updates. This allows techs to focus on resolving tickets instead of fielding unnecessary follow-ups.



⤴ Transparent and Real-Time Updates for Customers

Customers value transparency, and DeskDay delivers it effortlessly. Through the chat interface, end-users can see exactly what's happening with their ticket. Whether it's a status change, an update from the tech, or a request for more information, everything is visible in real-time.

This transparency not only reduces customer frustration but also builds trust, as they're always in the loop.

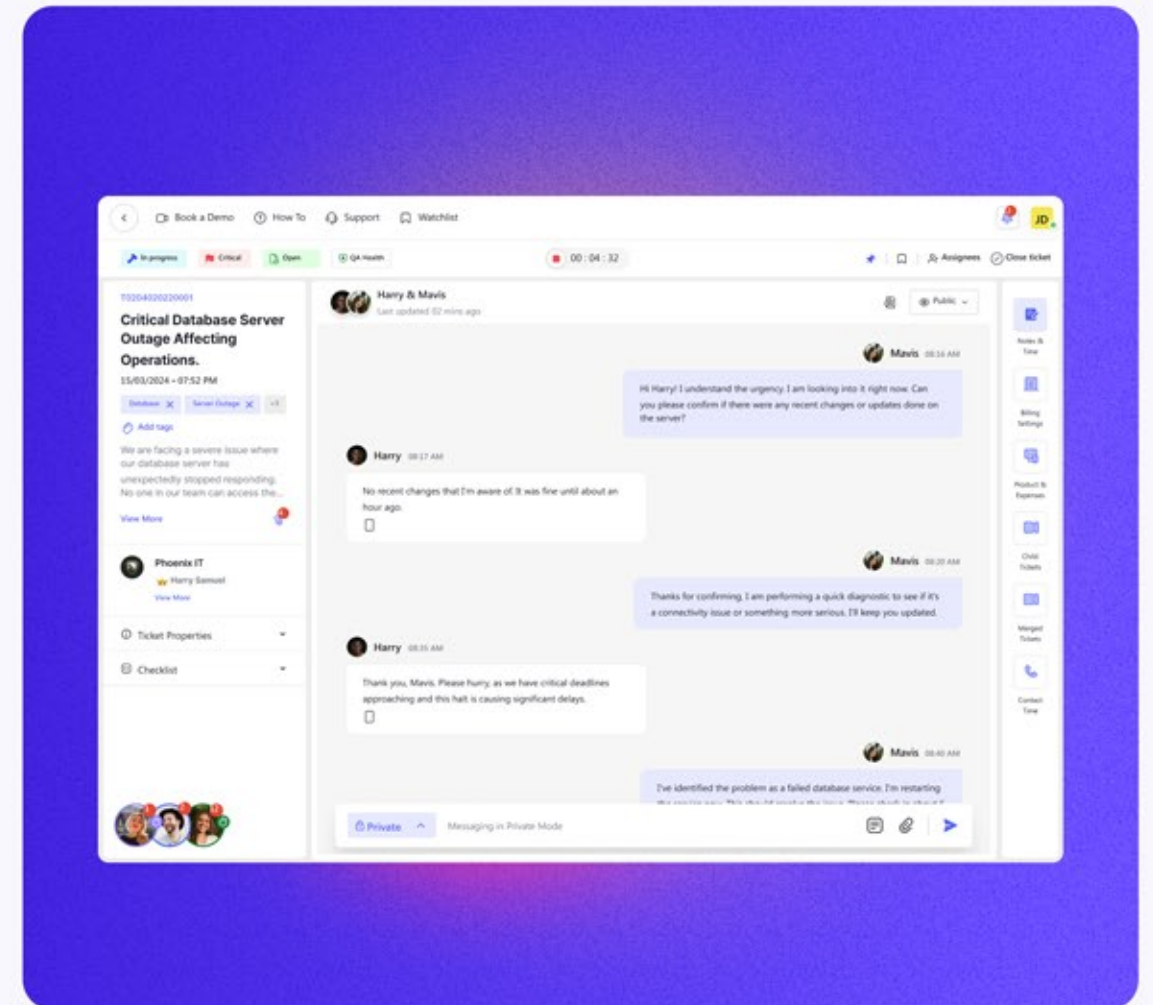
How to **optimize your workflows** with DeskDay

DeskDay doesn't just speed up communication; it revolutionizes the way MSPs handle tickets for better response times.

A Chat Screen with Context

When a ticket comes in, DeskDay automatically opens a chat screen with all the relevant ticket details. Techs don't have to waste time digging for context—it's all right there.

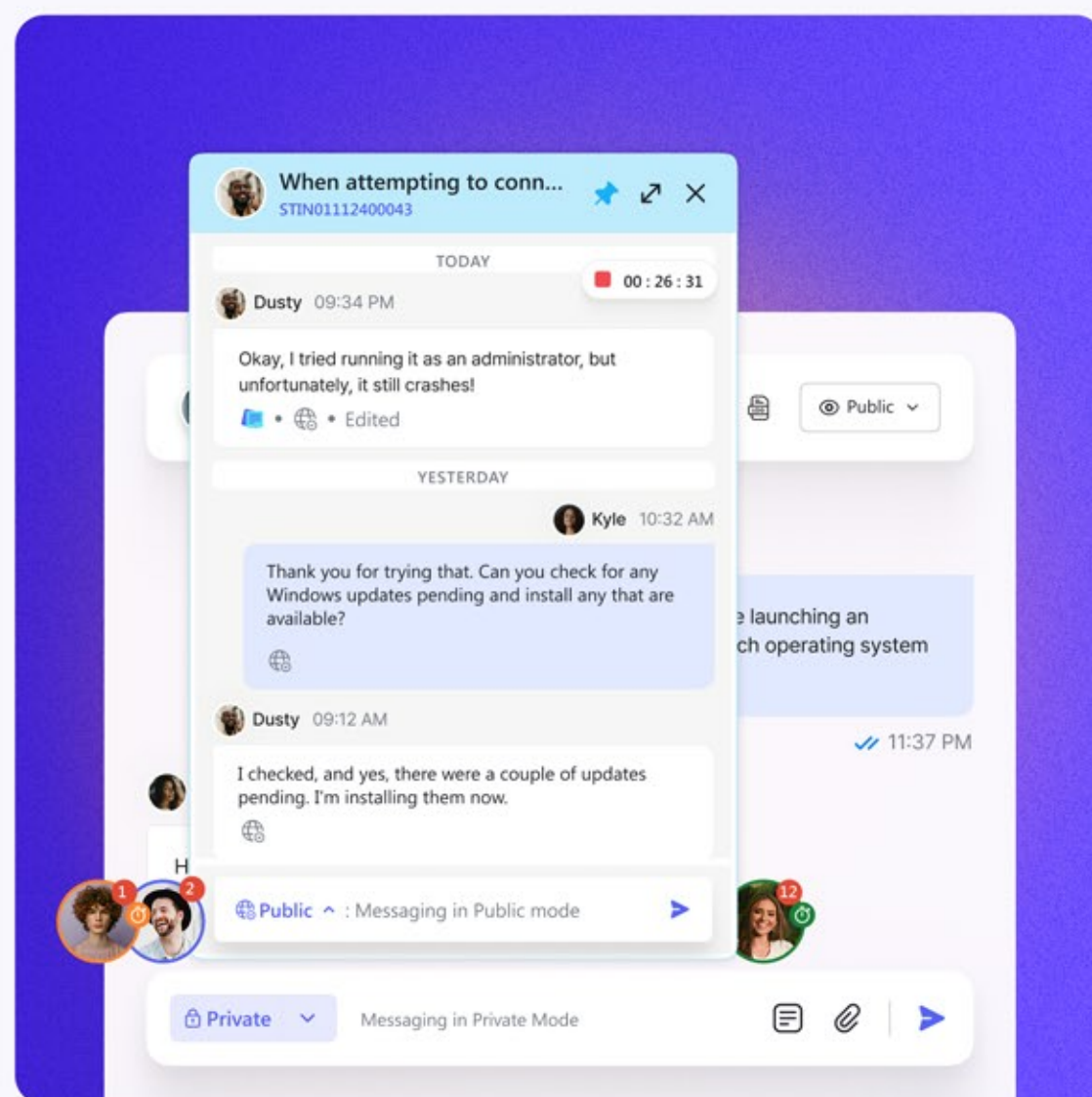
- This holistic view helps techs focus on solving the problem rather than searching for information.
- End-users, too, benefit from faster and more informed responses.



Multi-Ticket Management

Techs often juggle multiple tickets, and DeskDay makes this easier than ever with its multi-ticketing functionality:

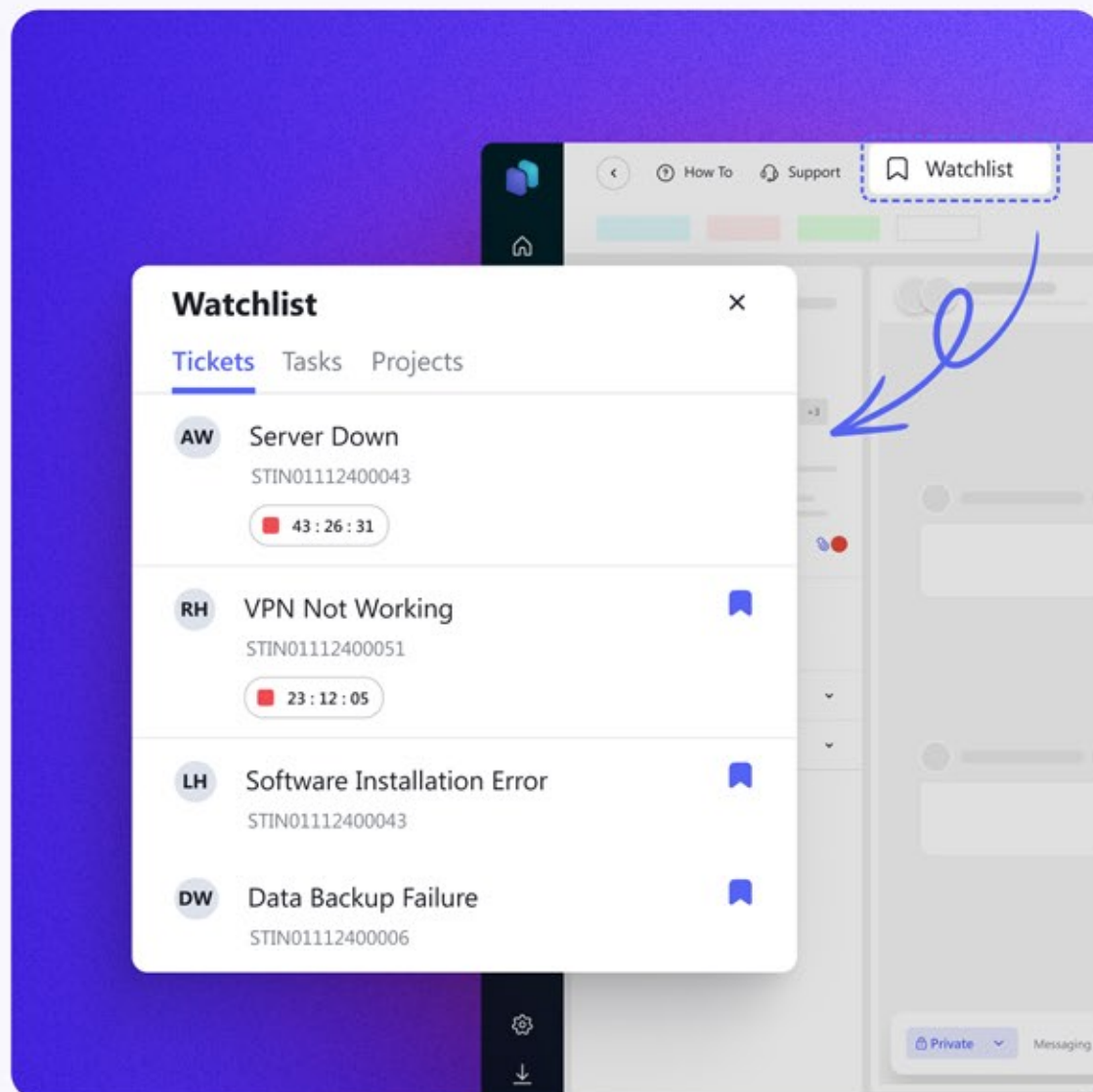
- Techs can pin multiple tickets, each popup as a separate chat window. This allows them to move between tickets effortlessly, without losing track of progress or context.
- No need to close one ticket before addressing another; techs can prioritize and manage multiple conversations simultaneously.



🔖 Watchlist for Quick Access to Key Tickets

Not all tickets are created equal. Some require frequent check-ins or extra attention due to their complexity or client importance. DeskDay's watchlist feature allows techs to flag and list important tickets for frequent reference.

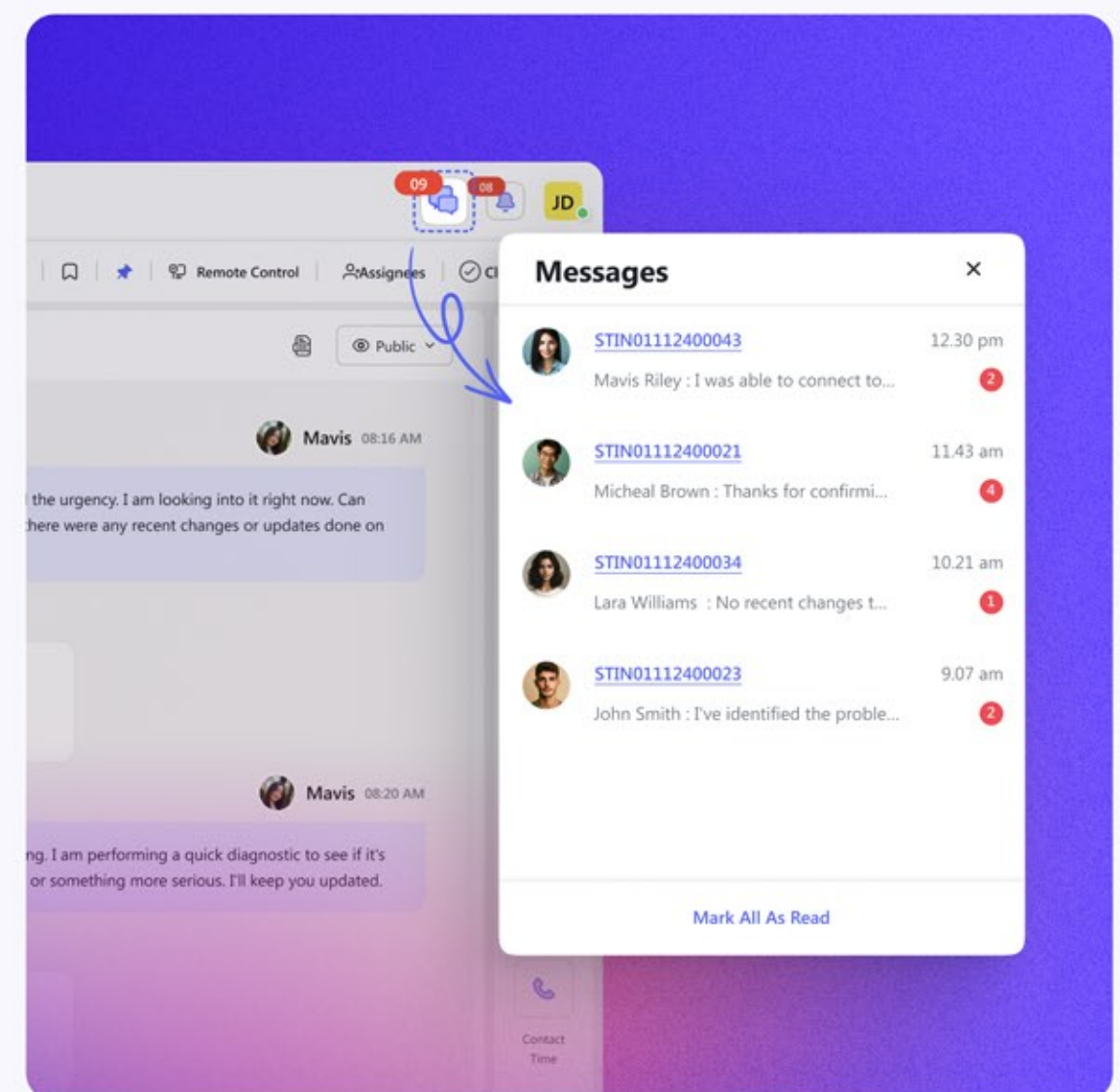
- Whether it's a complex issue that requires multiple touchpoints or a high-priority ticket that needs close monitoring, the watchlist makes it easy to hop back into the conversation without searching or navigating through menus.
- This ensures that critical tickets always stay top of mind, saving time and maintaining momentum on priority tasks.



💬 Message Hub for Instant Updates

In busy environments, new messages can get lost in the shuffle. DeskDay's message hub ensures this never happens.

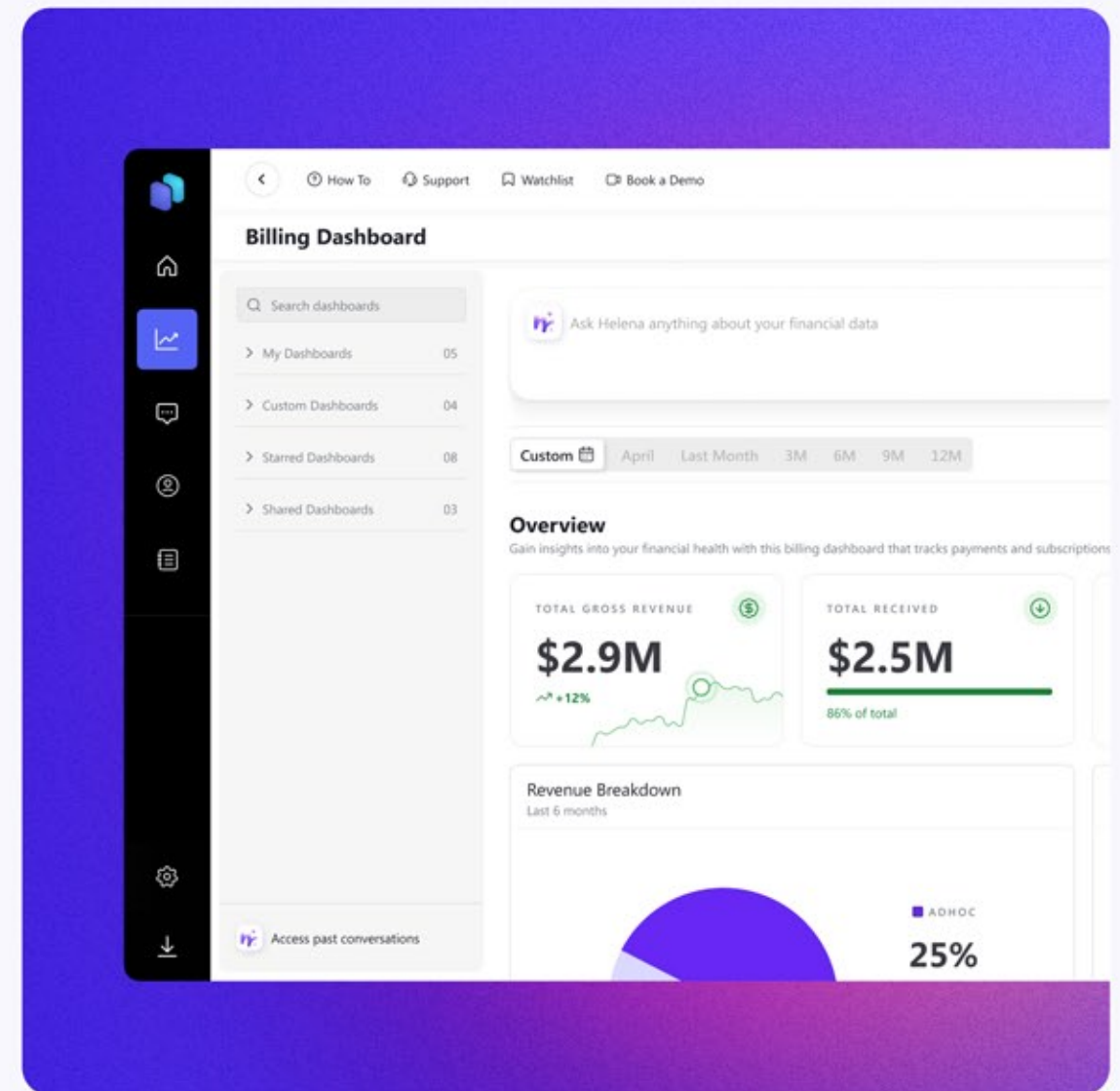
- It's a one-stop solution for techs to view what requires immediate attention without the fear of missing an update or leaving a client hanging.
- By consolidating updates, the message hub ensures techs respond to the latest queries immediately, preventing delays caused by missed communications.



🗄️ Centralized Dashboard for Seamless Management

DeskDay's centralized dashboard lets techs manage all their tickets in one place. No more switching between tools, tabs, or systems.

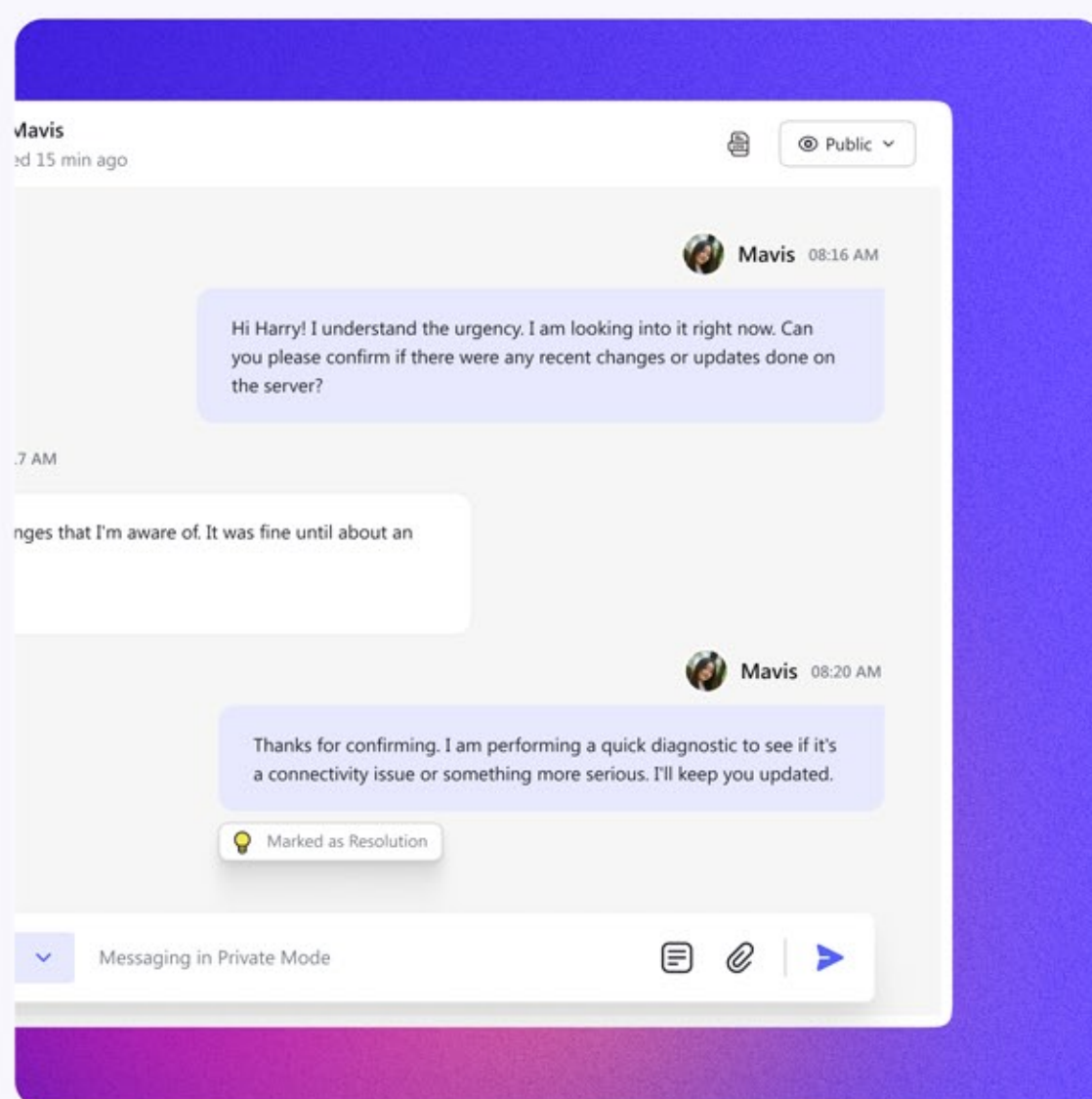
- Every ticket, chat, and update is accessible from a single interface, streamlining workflows.
- The ticket chat also includes private chat features, allowing techs to collaborate with colleagues without notifying the end user. This collaboration speeds up problem-solving by pooling expertise in real-time, ensuring tickets are resolved faster.



✓ Marking Resolutions for Future Reference

DeskDay allows techs to mark resolutions and categorize them for easy reference later.

- These marked solutions build a growing knowledge base that techs can draw on for similar issues.
- For recurring issues, techs can reference previously marked resolutions to implement fixes faster, reducing the time spent troubleshooting.



Transforming response times into a competitive advantage

DeskDay doesn't just improve response times; it transforms them into a differentiator for MSPs. By leveraging chat-based support and optimized workflows, MSPs can meet and exceed client expectations, positioning themselves as leaders in the industry.

In the next chapter, we'll explore strategies for applying these features to reduce ticket handling times and maximize client satisfaction.



Chapter 3:

Strategies to **reduce ticket response times** with DeskDay

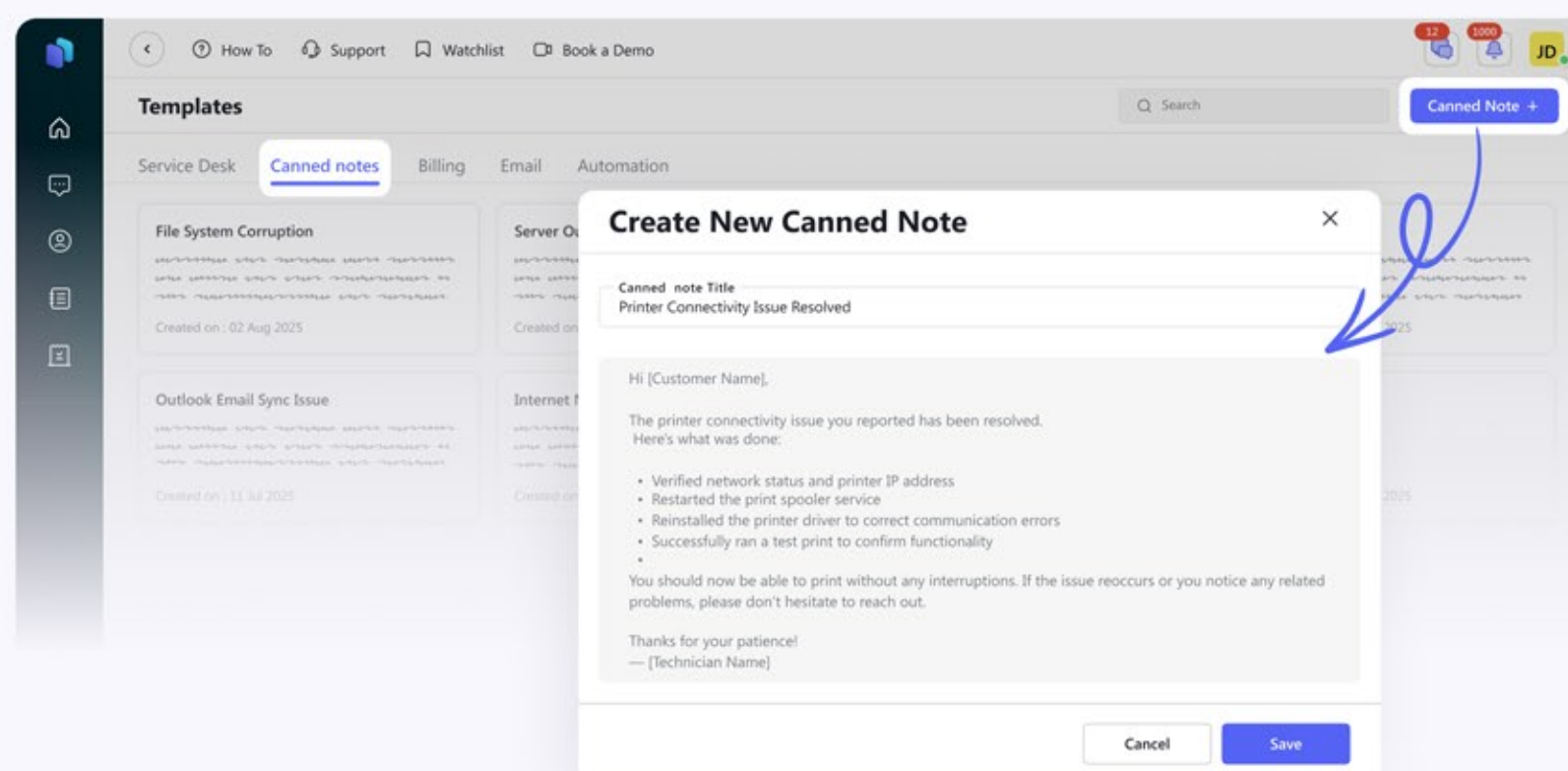
DeskDay's chat-based service desk offers a suite of tools and strategies that empower techs to respond faster, prioritize effectively, and create a seamless customer experience. In this chapter, we'll explore how to leverage DeskDay's features to cut down response times and optimize workflows.

Setting Up Canned Responses to Acknowledge Tickets

One of the simplest ways to reassure customers is by immediately acknowledging their tickets. DeskDay allows you to create and use canned responses, or prewritten templates for common scenarios, and add them to service desk workflow automation.

When a ticket is submitted, with automation triggered, a canned response can automatically notify the customer that their issue has been received and is being reviewed. These responses can include relevant details, such as the ticket number, expected resolution time, or a request for more information.

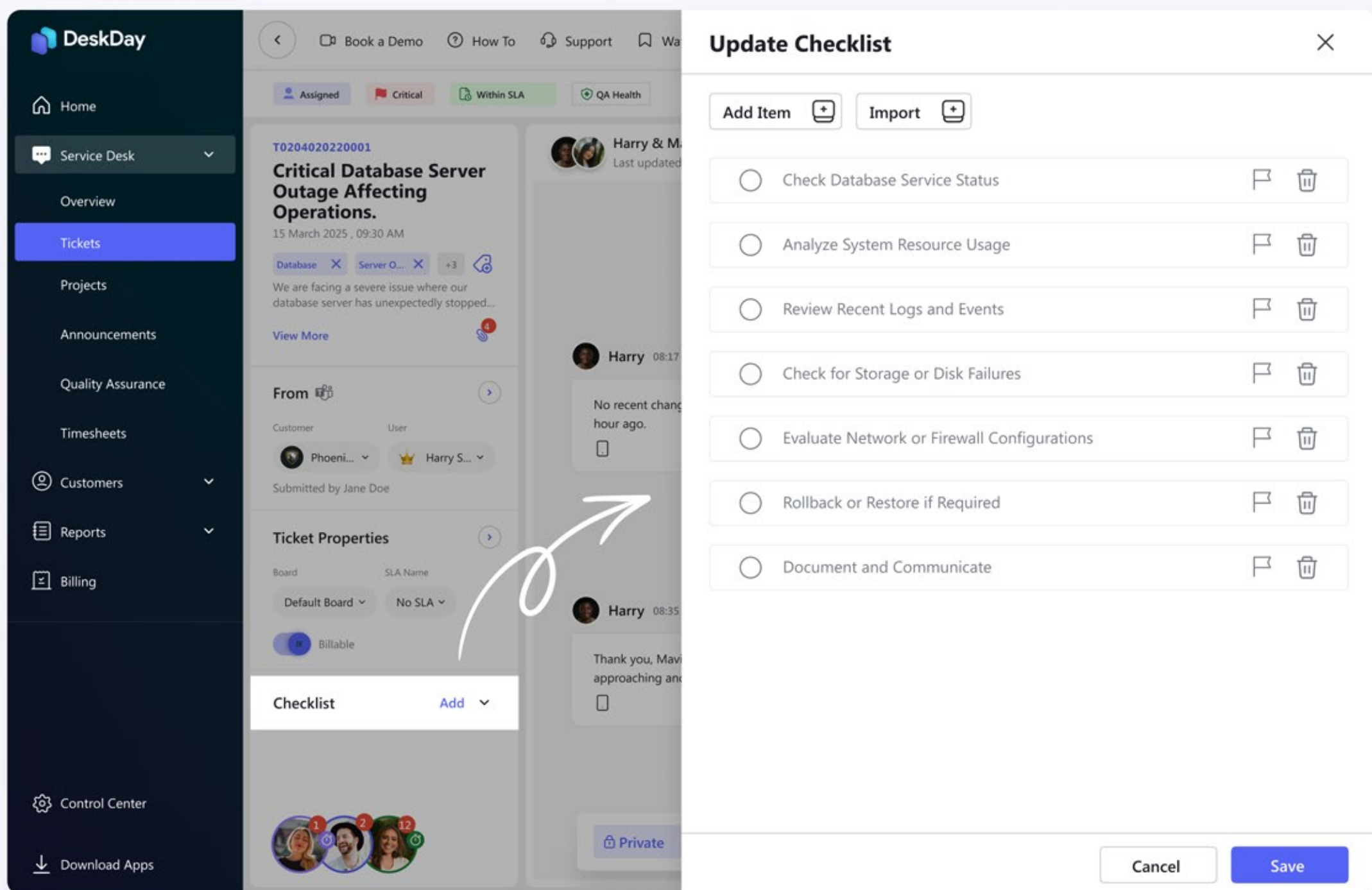
Automated acknowledgment eliminates the delay in the first response, setting the stage for faster engagement. Customers feel valued right from the start, and techs can jump into the issue without worrying about initial communication gaps.



☰ Using Checklists Within Ticket Chats for Common Issues

Repetitive tasks or recurring issues can slow down resolutions when steps are missed or handled inconsistently. DeskDay's checklist feature within ticket chats provides a structured way to handle these scenarios.

For common issues, like password resets or printer connectivity problems, DeskDay allows techs to attach predefined checklists directly to the ticket. As techs work through the problem, they can tick off each step, ensuring nothing is overlooked.

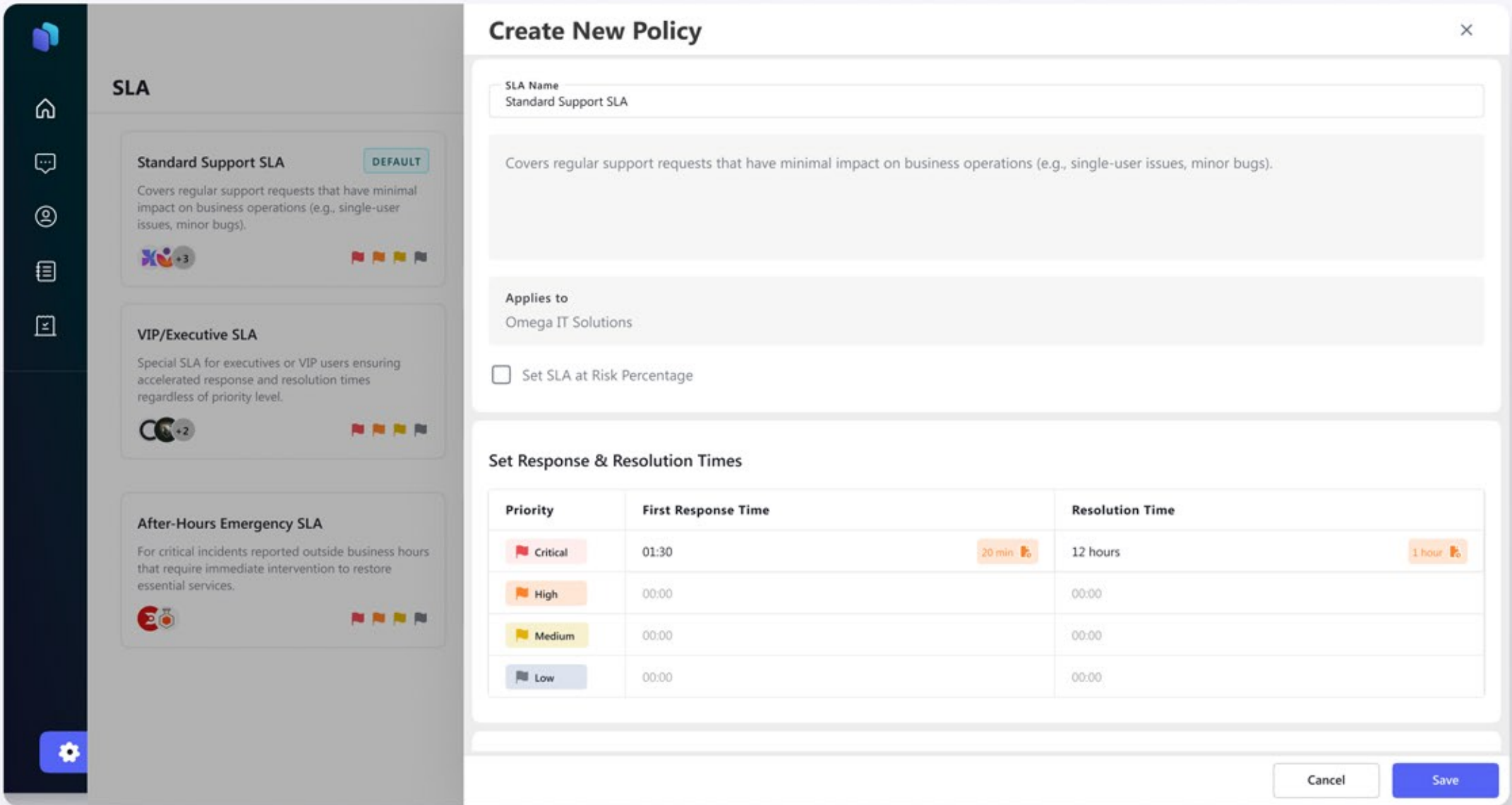


Checklists provide techs with a clear, actionable workflow for resolving tickets quickly and efficiently. They also reduce the time spent thinking through steps for familiar problems, allowing techs to focus on execution.

Leveraging DeskDay’s Built-In SLA Monitoring to Prioritize Effectively

Service Level Agreements (SLAs) are a cornerstone of MSP performance, setting expectations for response and resolution times. DeskDay’s built-in SLA monitoring ensures that high-priority tickets never fall through the cracks.

SLA timers within DeskDay track each ticket’s urgency based on predefined thresholds. Tickets nearing SLA deadlines are flagged prominently in the dashboard, alerting techs to prioritize them.



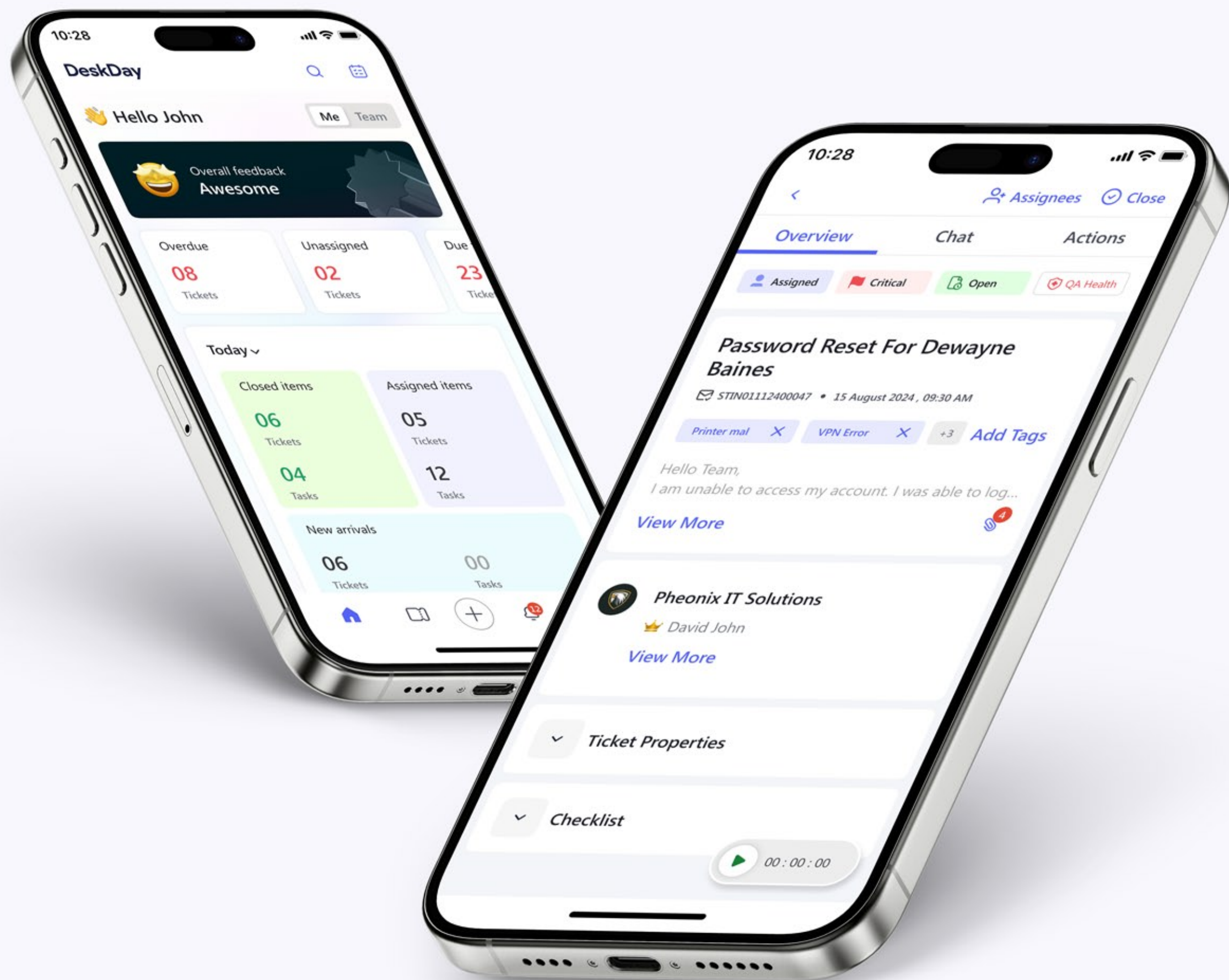
By focusing attention on time-sensitive tickets, DeskDay ensures that techs tackle critical issues first, reducing the risk of SLA breaches and client dissatisfaction.

📱 Mobile Service Desk for Faster Response On the Go

DeskDay's mobile service desk empowers techs to manage tickets on the go, ensuring faster response and resolution times no matter where they are.

The mobile service desk app provides full ticketing functionality, allowing techs to receive, update, and resolve tickets directly from their smartphones or tablets. Real-time notifications ensure that no update is missed, even when techs are away from their desks.

By enabling techs to address issues immediately through chat, without waiting to return to their workstations, the mobile service desk reduces downtime and improves overall efficiency, ensuring quicker resolutions and better client satisfaction.

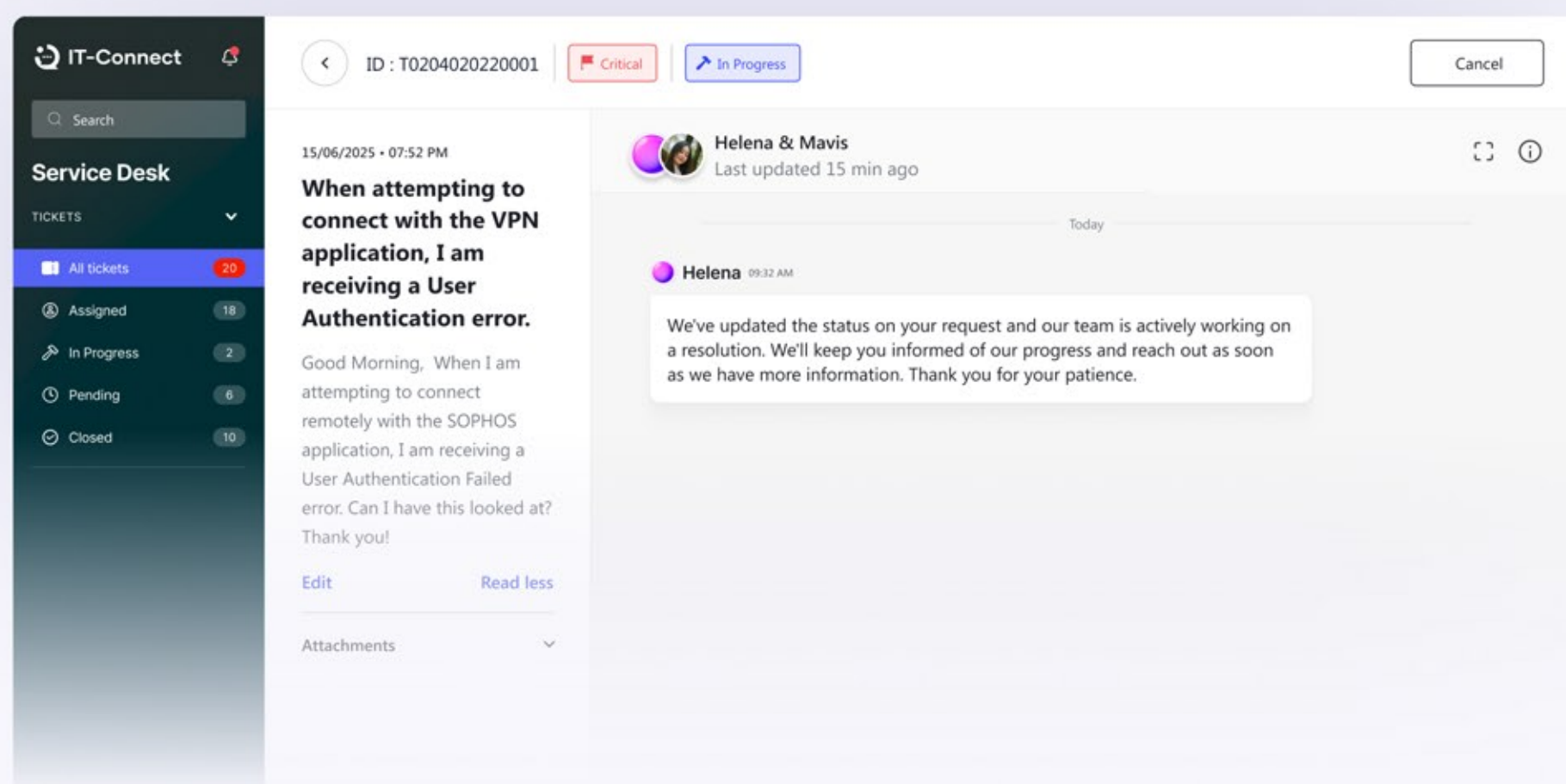


Keeping Customers Updated on Ticket Progress Automatically

Uncertainty can frustrate customers, even when their ticket is actively being worked on. DeskDay addresses this with automated ticket progress updates that keep end-users informed at every stage.

The automation triggers can send custom updates automatically when a ticket moves to a new status (e.g., "In Progress", "Waiting on Customer", "Scheduled", "Resolved"). This proactive communication keeps clients informed without adding extra workload to your techs.

Automated updates eliminate the need for techs to manually send progress reports, freeing up time for problem-solving. Users also stay in the loop, reducing the frequency of "Can I get an update?" messages that can disrupt workflows.



By combining these strategies with DeskDay's robust tools, MSPs can create a ticket management system that prioritizes speed, efficiency, and client satisfaction. Every feature from canned responses to multi-ticketing is designed to reduce friction and enable techs to focus on what they do best: solving problems quickly and effectively.

In the next chapter, we'll explore how these strategies translate into measurable improvements in client satisfaction and retention, demonstrating the long-term impact of faster response times on MSP success.

Chapter 4:

Best practices for driving client satisfaction with DeskDay

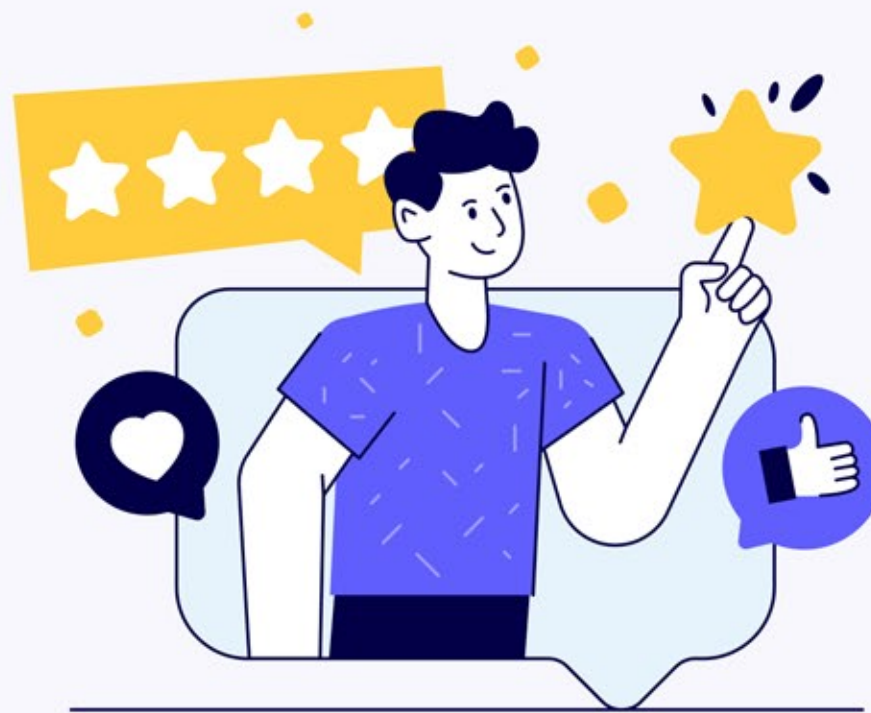
😊 Harness Customer Feedback

DeskDay makes it simple to gather user feedback after tickets are resolved. Was the issue handled to their satisfaction? Did the resolution meet their expectations?

- This feedback is a goldmine for understanding your strengths and pinpointing areas for improvement.

📈 Measuring and Improving Performance

You can't improve what you don't measure. DeskDay's built-in analytics tools make it easy to track the metrics that matter, giving you actionable insights to refine your processes and deliver even better service.



📊 Optimize Based on Data-Driven Insights

Use the insights from DeskDay's analytics to refine your processes.

- Are certain ticket types taking longer to resolve? Create new workflows or checklists to streamline these issues.
- Is one team consistently outperforming others? Share their best practices across the organization.

Chapter 5:

Building your fast response strategy

Having the right tools is only half the battle. To truly excel, MSPs need a clear strategy for implementing DeskDay, training their teams, and consistently optimizing their approach. This chapter provides an actionable roadmap to turn your DeskDay implementation into a fast-response powerhouse.

Action plan: From implementation to execution

Implementing DeskDay for Chat-Based Support

Transitioning to DeskDay's chat-based service desk is the first step.

- Start by integrating DeskDay with your existing systems, ensuring seamless ticket transfers and data continuity.
- Set up basic workflows, canned responses, and SLA monitoring to hit the ground running.

Training Your Team

Even the best tools need skilled users. Train your team on DeskDay's features, emphasizing how they can leverage chat, multi-ticketing, and the message hub to reduce response times.

- Host hands-on workshops or webinars to familiarize techs with DeskDay's interface and workflows.
- Highlight time-saving features like multi-ticketing, watchlists, and checklists to maximize efficiency.

☰ Establishing KPIs

Clear goals drive performance. Set measurable KPIs like:

- First Response Time (FRT): How quickly are users acknowledged after submitting a ticket?
- Average Resolution Time (ART): How long does it take to fully resolve an issue?
- Customer Satisfaction Score (CSAT): How happy are users with the support they receive?

⚙️ Setting Up Automation Rules

Maximize efficiency by configuring DeskDay's automation workflows. Set up auto-assignment to route tickets to the right techs immediately, automate replies and status updates, and trigger escalations when needed. By proactively reducing manual steps, your team can focus on solving rather than sorting tickets.

Checklist for success

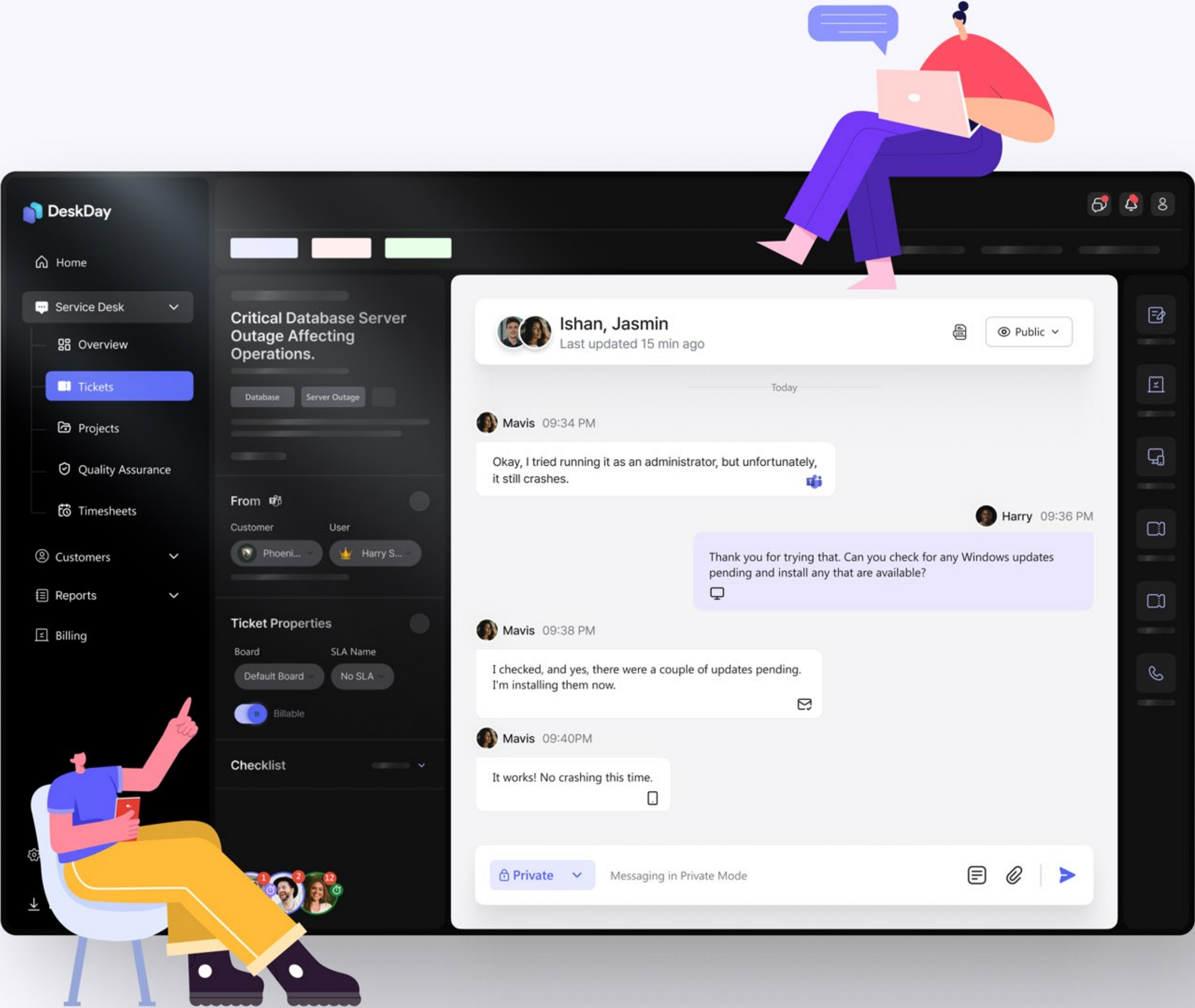
Use this checklist to ensure a smooth DeskDay implementation and maintain optimal performance:

- ☒ Create canned responses for common inquiries.
- ☒ Configure SLA monitoring to flag high-priority tickets.
- ☒ Automate progress updates to keep clients informed.
- ☒ Equip your techs with DeskDay's mobile app to handle tickets on the go.
- ☒ Ensure they can respond, update, and resolve tickets anytime, anywhere.
- ☒ Review DeskDay's analytics weekly to identify trends and adjust strategies.
- ☒ Celebrate improvements and address areas where response times are lagging.
- ☒ Encourage techs to use private chats for teamwork.
- ☒ Use the watchlist and message hub to stay on top of high-priority tickets.
- ☒ Continuously mark and categorize resolved tickets for future reference.
- ☒ Share new solutions and workflows with the team to maintain consistency.

The fast response advantage

With DeskDay, building a fast-response strategy isn't just achievable, it's transformative. By combining speed, transparency, proactive communication, and powerful automation, you can elevate your client experience to new heights. And when clients are happy, retention grows, referrals flow, and your MSP thrives.

Ready to put this strategy into action? Let DeskDay lead the way.



About DeskDay

DeskDay has reimagined PSA as a transformative platform for modern MSPs for modern times, where it's built as a conversational and adaptive experience powered by AI. It enables seamless, real-time interactions with customers across their preferred channels, including MS Teams, Mobile, Desktop, Email & Web portal. Customers can submit service requests, communicate with technical teams, and receive updates instantly, all within familiar environments.

Our platform goes beyond traditional PSA functionality by embedding conversational AI at its core. This empowers users to describe issues naturally and receive intelligent, context-aware responses and proactive ticket resolutions. Features such as chat-based Service Desk, Chat-based Project Management, Billing, Announcements & Quality Assurance ensure that MSPs experience streamlined processes from the outset for their IT Operations.



[Try for free now!](#)