



Empower Your MSP Employees

The success of your MSP hinges on your employees, it's time to start paying back



Why do you need to invest in your employees?

Your employees are at the heart of everything you do. They feel each big win, and every missed opportunity, as much, if not more, than you do. They are the ones on the front line, striving day in, day out, to build and grow your MSP. It is therefore paramount to the success of your MSP that they are equipped with the tools they need to achieve greatness.

Not only are your employees the ones on the phone to your clients each day, the people responsible for delivering on deadlines and those entrusted with providing an exemplary service to each and every one of your clients, but they are spokespeople, advocates and illustrations of your MSP. In order for you to succeed, so too must they, and it is your responsibility to ensure you have done everything in your power to facilitate that.

In this eBook, we will delve into the many ways you can empower your employees, build a productive workforce and, ultimately, ensure they are well-equipped to deliver a premium service to your clients. We will examine:

- Tackling internal roadblocks
- The importance of a healthy work-life balance
- Training and development
- Implementing a mentor-mentee culture
- Equipping your teams with the best tools



Tackling internal roadblocks



For your MSP to be profitable, it must run like a well-oiled machine. Productivity, efficiency and effectivity should be at the forefront of your mind, at all times. You should have procedures and systems in place that facilitate an empowered workforce - rather than hinder it - and enable your employees to deliver an optimum service to your clients, unencumbered by internal roadblocks and hold ups. If your workforce is hamstrung by inadequacies in your MSP's IT infrastructure, they can quickly become overwhelmed as your portfolio of clients begins to grow.

To ensure your employees have the time they need to fulfil their clients' demands, your MSP must address the issue of internal roadblocks. Some of the most common reasons for internal roadblocks are:



Constantly changing priorities



A lack of resources



Substandard planning



Poor communication



Ineffective reporting



Poor organisation

It is important to listen to your employees and gain a better understanding of why they believe internal roadblocks materialise. Are there reoccurring issues that become common time sinks? Is your MSP using legacy, outdated software or applications that are hindering your workforce? Are your employees spending time on highly administrative, burdensome tasks that could be easily automated? Internal roadblocks will only serve to inhibit your employees and, ultimately, diminish the service you provide for your clients.

In order to avoid common, internal roadblocks, your MSP should be investing in:

Professional Service Automation (PSA) tools

PSA software combines separate systems or tools used for key processes such as time tracking, inventory, project management, invoicing and business intelligence into one service automation platform. This offers your MSP full visibility into customer operations, as well as a single platform from which to manage essential operations. Due to their expansive capabilities, PSA tools have a range of benefits for MSPs, including enhancing efficiency, standardising working processes and improving customer satisfaction rates.

Remote Monitoring and Management (RMM) tools

RMM tools allow MSPs to remotely supervise, control and manage their customers' IT systems in real time. With an effective RMM tool, you can quickly garner crucial information about your clients' networks, hardware and software, monitor many different endpoints simultaneously, track network and device health, automate maintenance tasks and much more. In the era of hybrid working, when customers are more IT dependent than ever, the ability to assist clients remotely is essential not only for the MSP but for the client too.

Patch Management Automation tools

Patch management tools allow your MSP to schedule, create and automate patches for systems and devices, helping to avoid vulnerabilities. You can ensure that both your own devices and those of your clients are always up to date and protected against the latest cyber attacks.

The importance of having a healthy work-life balance



The success of your MSP is dependent on your employees. For your workforce to perform to the best of their ability, they must feel appreciated, supported and be able to maintain a healthy work-life balance. Burnout is a real thing, and if your workforce is constantly having to work around the clock, this is not only indicative of a poor work environment, but it also highlights that your MSP isn't functioning optimally.

Your employees should be proud of the work they do, and they should feel as though, as management, you also take pride in their work. This is unlikely to happen if they are overstretched, overworked and underappreciated. It is therefore essential that your employees are able to strike a healthy work-life balance and, while the employee must take responsibility for some of this themselves, there are a number of things you can do to aid the cause.



Offer your employees remote or hybrid working

Remote work increases employee happiness by [as much as 20%](#).



Encourage your employees to take a break

[81% of employees](#) who are encouraged to take daily breaks feel they are more likely to be an active member in their organisation.



Ask your employees to take their holiday

Taking annual leave can help boost employee productivity [by up to 40%](#).



Assess the benefits you offer

[75% of employees](#) state they're more likely to stay with their employer because of their benefit program.



Find out what your employees think

[47% of workers](#) have never been consulted on what they think would improve their work experience.



It's important to evaluate workloads

As many as [86% of workers](#) feel they have too much work to take a lunch break.

Training and development



As we've touched upon, the people that make up your workforce are the most important part of any MSP. They are a highly valuable commodity, and your success is reliant on their ability to perform. Training and development play a crucial role in how your MSP functions, and ensuring that your employees are able to learn new skills, and develop old ones, could be the difference between success and failure.

Not only are training and development a great way to strengthen your team, but they are attractive propositions when scouring the market for best-in-class talent to join your MSP. Offering training and development to your employees is of great significant because, according to Lorman:

59% of millennials claim development opportunities are extremely important when deciding whether to apply for a position.

70% of high-retention-risk employees will leave their company in order to advance their career. Retention rates rise 30-50% for companies with strong learning cultures.

34% of employees are very satisfied with their job-specific training even though 41% of them consider it to be very important.

74% of workers are willing to learn new skills or re-train in order to remain employable.

34% of employees who left their previous job were motivated to do so by more career development opportunities.

29% of employees are "very satisfied" with their current career advancement opportunities available within their organization.



Implementing a mentor-mentee culture



The advantages of implementing a mentor-mentee culture are vast and wide-reaching. Not only do the mentees gain from developing their skills and receiving additional expertise, but the mentor's profit from procuring valuable insights and learnings from their colleagues. By implementing a mentor-mentee culture, your MSP is also providing added support for those that may be struggling with their mental health.

There are many positives of hybrid, or remote, work models, but one thing people have struggled with is the feeling that they are alone, or that relationships with their colleagues are strained. In fact, according to research from Chargifi, of those surveyed:

67% found it harder to make friends, or maintain work relationships, since working from home

71% feel as though their colleagues are now more distant

54% said that prolonged remote working caused them to drift apart from workmates

This shows the importance of having a mentor-mentee culture, particularly when your employees are working remotely, as it provides your employees with the opportunity to talk to one another, to share how they are getting on and hopefully help each other with any work-related, or personal, issues they may be facing.



Other advantages of introducing a mentor-mentee culture within your MSP include:

- Increased employee retention
- Better employee satisfaction
- Continuous development and learning
- Heightened employee engagement
- Informal training, which reduces costs
- ...and much, much more

Equipping your teams with the best tools



As is the case in any field, your teams need the best tools to perform to the best of their capabilities. You wouldn't hand a tennis player a golf club and expect them to win a match, nor would you expect a chef to cook a Michelin star banquet using only the remnants you could find at the back of the fridge. So, how can you expect your team to reach their full potential, if you're not willing to provide them with the apparatus to do so?

If you're still using outdated, legacy MSP tools, then we've got what you need. Your employees don't want to be wasting time jumping between a whole multitude of different applications, platforms and storage systems... they want what they need, when they need it, all in one, centralised location. By partnering with SuperOps, that's exactly what you get! We've brought together all of the modern tools an MSP could need, in one place.

With SuperOps, you can access everything from one, user-friendly platform, including:



PSA: Modern ticketing, flexible invoicing, and 360-degree client management—driven by powerful automation to help your technicians deliver world-class service, every time.



RMM: Easily manage hundreds of assets using customizable policies, automated patch management, ticket-linked asset management, and AI-powered intelligent alerting.



IT Documentation: Store, organize, standardize, and manage monitored and non-monitored asset information in one place. Granular access control makes it all secure.



Project Management: Drive collaboration, add, assign and prioritize tasks, visualize progress, and more. Get your projects done on time and without breaking a sweat.

And much more!



Boost MSP productivity, with SuperOps, by investing in what truly matters: **your people!**

It's time to invest in your people. They are the glue of your MSP, holding everything together. By employing the help of SuperOps, you not only make your MSP a more enjoyable place to work, but you achieve greater results!

If you want to find out how our teams empower our employees to create industry-leading, first of their kind, MSP tools, then get in contact with one of the experts at SuperOps, today.

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