

# HOW TO Build a Winning Help Desk



# Introduction

The help desk is a core element of an MSP offering and often the first point of contact for customers. That's why it's so important to provide exceptional help desk service, both in terms of speed and quality.

As your business grows, how can you scale up while maintaining, or even increasing, your margins?

This eBook has actionable tips for building a winning help desk for MSPs that are seeking to expand their business and improve service excellence while keeping their techs motivated.

## Avoid missing critical alerts

Most systems that you manage will send off an alert in the form of email. Email alert messages, however, are often buried under other messages in an inbox and can easily be missed.

Any system that sends off an email notification should be integrated with an alerting app that sends a loud, unique, impossible-to-ignore alarm via smartphone.

# Automate the alert and on call schedules

Many help desk teams rely on a printed, laminated schedule to determine who should get an alert. An automated system has two key advantages; an alert can instantly be routed to a team or individual based on severity and subject matter, and the schedule can be quickly adjusted for changes in personnel and available hours.

An automated scheduling system ensures that alerts instantly get to the right person every time.

## Improve response times

To speed up responses to alerts, help desks should implement a policy to escalate alerts if the first person alerted does not respond quickly. An escalation policy organizes team members into escalation groups, determines who should receive an alert, sets the amount of time to wait before escalating to the next person, and who is next in line to receive the alert.

An incident management system puts these policies into action, allowing teams to preset escalation groups, the order in which the team members are alerted, who should be the first responder, the time to escalation and more. The system automatically activates each step until a response is obtained.

# Improve team performance

If an alert is sent but does not get a response from anyone after escalating through the entire group, management needs to be notified to address the issue, both in the short term and after the incident. This can take the form of simply sending an email to a preset list of managers with details on the unanswered alerts.

In a post incident review, a failover report helps to measure the performance of the team, analyze processes and determine why any alert was unacknowledged or why there were response delays.

With an incident alert management system, post incident reports are easy to produce. They include timestamped records of incident alerts and incident respondent acknowledgements.

# Improve customer communications

Help desks often need to notify customers when things go wrong or if there is a major update with the service offering. In such cases, mass notification allows help desk personnel to effectively communicate with large groups of people at a time.

A mass notification feature lets the help desk team quickly and easily update a predetermined group of customer contacts before, during and following any type of potential threats, crisis events, or scheduled downtime.

[Learn more about mass notification](#)

# OnPage to the rescue!

Help desks love [OnPage, the complete incident alert management system](#) because it allows teams to schedule responder teams, escalate alerts and make use of failovers when things go wrong.



OnPage provides an award-winning incident alert management system for MSP professionals. Built around the incident resolution lifecycle, OnPage's unique ALERT-UNTIL-READ smartphone app and platform capabilities help teams reduce downtime and IT costs while improving coordination and performance.

The OnPage platform includes powerful integration with mission-critical systems to help deliver optimum service levels and get the most value from IT investments, making sure that sensors, monitoring systems, and people have a reliable way to escalate anomaly notifications to the right person immediately.

To learn more, visit [www.onpage.com](http://www.onpage.com) or call 781-916-0040



# Thanks

To learn more about OnPage  
[schedule a demo](#) today!

