

ONPAGE | CASE STUDY

Lehigh Valley Technology Company

Speeding Up Incident Response by 300% with OnPage + Autotask Integration

Lehigh Valley Technology Company Improves Customer Service by Speeding Up Incident Response by 300% and Eliminating Missed Alerts

Lehigh Valley Technology Company, a leading managed service provider in Bethlehem, PA has ambitious goals. They already excel in delivering outstanding 24x7x365 customer service, as evidenced by glowing customer testimonials and an impressive number of five-star reviews. Lehigh Valley's objective is to grow their business dramatically while maintaining or even improving that level of customer service. Scott Gingold, Lehigh Valley Technology Company's president and chief visionary officer shares his thoughts on streamlining incident alert management to help drive business goals.

Scott doesn't give mere lip service to customer service excellence. Customer service is ingrained in the company culture. "Every customer interaction is treated like opening night at a Broadway show - every meeting, every phone call, every email," says Scott. "And the Lehigh Valley Technology Company team knows they can't rest on their laurels: It doesn't matter what service we delivered yesterday. We need to consider what to do to delight customers every day to maintain our reputation as trusted advisors."

With this ongoing commitment, customer service has become a hallmark of the business and a strong competitive advantage.

Business situation prior to OnPage implementation

A crucial part of customer service is how the customer is treated when something goes wrong, especially outside of office hours. Scott wants his techs to respond to incidents quickly and effectively but doesn't want to burn out the team.



In the early days of the company, customers would leave voicemails notifying the company of any issues occurring after hours, and Scott and his staff would simply check voicemail messages every few hours. Because responding to customers could be delayed by many hours due to the duration

between when the voicemail was left and when it was checked, or due to human error, the team wanted a more reliable and faster way to be notified of after hour incidents.

To that end, they established a process centered on an on-call cellphone that was passed around to whoever was assigned to be on-call. The customer would call a dedicated voicemail number which would then call the on-call phone. This solution was not always foolproof or timely. Some team members might sleep through a call and the customer would not receive a timely response. Also, if a team member was scheduled to be on-call but had an issue where they could no longer respond to urgent situations (e.g., they came down with the flu or had a family emergency), another tech would have to travel to wherever that team member was located and retrieve the on-call phone.

The team turned to pagers but found that the aging pager network infrastructure is not being maintained as it once was and has become increasingly unreliable.

Apart from resulting in slow responses and missed alerts, these processes caused employee dissatisfaction. Staff resisted carrying around the on-call phone or a pager, and they didn't want to be constantly burdened with remembering to call in to voicemail. It was time to upgrade to an automated incident alert management system.

Incident alert management system requirements

Since Lehigh Valley Technology Company invests a great deal in technology to best serve its customers and is constantly on the

lookout for ways to improve, Scott wanted an incident alert management solution to integrate with existing systems to make the most out of the company's investments. He also didn't want to interfere with existing workflows and processes that were helping the team perform successfully. Any new solution would need to improve customer service and scale very quickly as the company continues to grow. OnPage's incident alert management platform fit the bill perfectly.



OnPage Use Case at Lehigh Valley Technology Company

Scott and his team are using the OnPage system integrated with Datto's Autotask PSA. They've organized staff into on-call groups using OnPage's scheduler and developed escalation groups to make sure alerts aren't missed. Here's the typical alerting process:

- A ticket is initiated in Autotask.
- If the related incident is classified as critical and it occurs after hours, an

alert is automatically triggered via the OnPage platform, to the designated on-call tech.

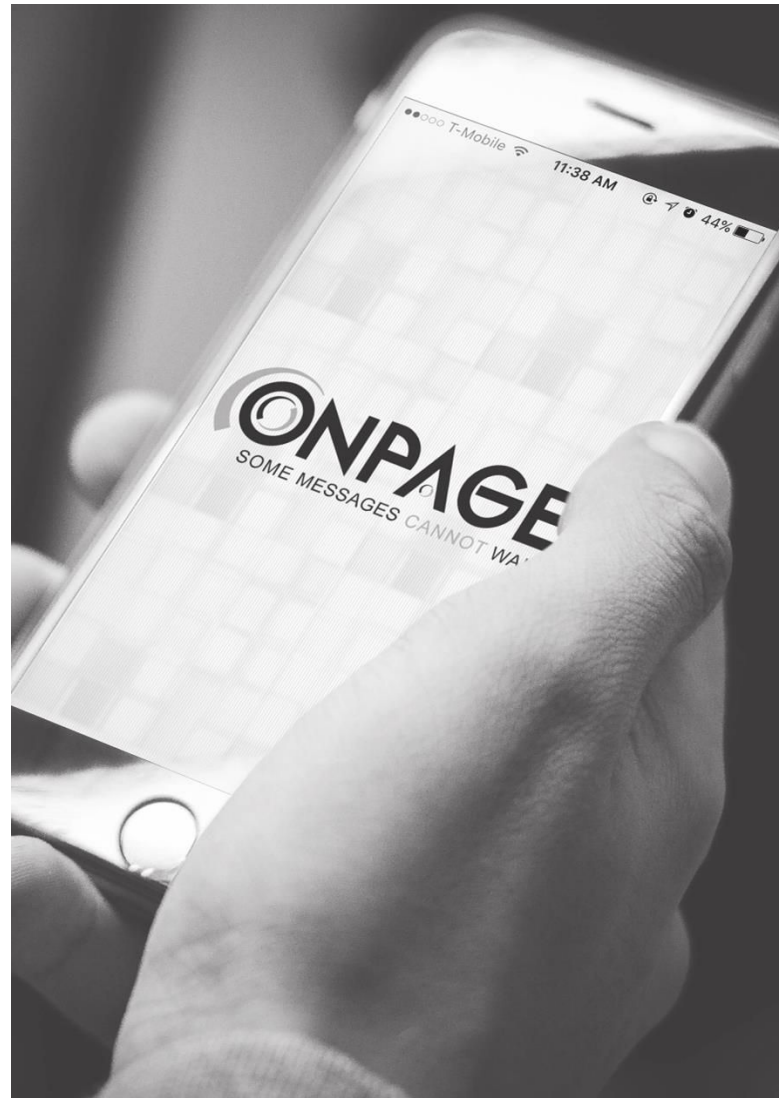
- The tech on call gets a distinctive, loud alert on the OnPage smartphone app. He acknowledges the alert and works on the issue. He can close the ticket from the OnPage app.
- If the tech does not respond to the alert within a few minutes, the alert is escalated to the next tech on the on-call list. Escalation continues persistently for up to eight hours until the alert is acknowledged or read. Scott also sees the alerts as they happen and reviews the remediation steps being taken by either the tech on call or the company's 24x7x365 Help Desk operation.
- The ticket is automatically updated with time-stamped audit trail information, including when (and to/by whom) the alert was sent, delivered, read, replied, and escalated.

Accountability, faster response times and increased security

Scott appreciates the automatically-generated audit trails which let managers see that the team is communicating and triaging via the OnPage app and the ticketing system. With this information, managers can help the team and determine if more resources are needed to quickly resolve the issue. Electronic notification is 2-3 times faster versus updating the ticket and calling a tech.

With OnPage the team did not have to do anything different (i.e. remember to carry

the on-call phone or check voicemail). For most of us, smartphones are physically attached to us to the point that we can't leave the house without it. This makes adoption of the OnPage smartphone app very easy and the techs took no time at all to learn how to use it.



A key feature of the OnPage app is secure messaging, which Scott and his team leverage for their incident communications. Because Lehigh Valley Technology Company's clients include healthcare providers, financial services organizations and

nonprofit companies with large databases of donor information, Scott is always concerned about sharing confidential information as well as being fully compliant with all relevant rules and regulations. Instead of collaborating on solving incidents via text messaging, with the risk of SMS spoofing, the Lehigh Valley Technology Company team rely on the OnPage app to instantly text each other securely.

With OnPage, Lehigh Valley Technology Company can increase its commitment to customer service excellence, putting further distance between them and the competition. In addition, Scott and his team have been able to streamline their incident management processes, reduce security risks and improve employee morale.

Notifications are even more critical as Lehigh Valley Technology Company expands its services in business continuity, help desk, cloud computing and data security.

Lehigh Valley Technology Company has become such a supporter and believer in OnPage that they have joined OnPage's Partner network, reselling incident alert management solutions to their healthcare customers and gaining a new source of revenue.

About OnPage

OnPage's award-winning incident alert management system for MSP professionals provides the industry's only ALERT-UNTIL-READ notification capabilities. Built around the incident resolution lifecycle, OnPage helps MSPs and their clients get the most out of their digital investments, ensuring that sensors, monitoring systems, and people have a reliable way to escalate critical alerts to the right person immediately.

OnPage's escalation, redundancy, and scheduling features ensure that a critical message is never missed. Infinitely more reliable and secure than emails, text messages and phone calls, OnPage shrinks incident resolution time by automating the notification process, reducing human errors and streamlining operations. As part of IT service management, the solution tracks alert delivery, ticket status, and responses, delivering complete audit trail reporting during and after each incident. OnPage is fully integrated with ConnectWise Manage, Datto Autotask and ServiceNow, allowing teams to initiate and manage alerts and escalation teams from any ticketing platform.

MSPs rely on OnPage to streamline operations, keep their teams motivated, reduce costs, and add new revenue streams to grow their businesses.

For more information:

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