



## Case Study Questionnaire

### I. Pre-MSP Situation & Challenges (The "Before" Picture)

1. **What was your primary IT challenge or "pain point" before partnering with our MSP?** (e.g., constant downtime, security concerns, lack of in-house expertise, slow support, high costs, difficulty scaling)
2. **How did those IT challenges impact your business operations, productivity, or revenue? Can you give specific examples?** (e.g., "Our sales team lost a full day of work due to server issues," "We were constantly worried about cyberattacks.")
3. **What solutions, if any, had you tried to address these problems internally or with other providers before us?**
4. **What were your biggest frustrations with your previous IT setup or provider?** (e.g., slow response times, lack of proactive support, unclear communication, unexpected costs)
5. **What were your initial goals or hopes when you started looking for a managed IT service provider?**

### II. The Decision & Onboarding (Why Choose Us?)

6. **What factors led you to choose our MSP over other potential providers?** (e.g., our reputation, specific services offered, pricing model, initial consultation, expertise in your industry)

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7. **How would you describe the onboarding process with our MSP? Was it smooth and efficient?**
8. **Did you have any initial concerns or hesitations about transitioning your IT to an external provider, and how were those addressed?**

### **III. The MSP Partnership & Solutions (The "During" Picture)**

9. **What specific services do you utilize from our MSP?** (e.g., help desk support, cybersecurity, cloud management, data backup and recovery, network monitoring, strategic IT consulting)
10. **Can you describe a specific instance where our MSP provided exceptional support or solved a critical IT issue for your company?**
11. **How has our proactive monitoring and maintenance impacted your business's day-to-day operations?** (e.g., fewer disruptions, better performance)
12. **How has our cybersecurity strategy and implementation improved your sense of security and compliance?**
13. **In what ways has our team's expertise and responsiveness changed your experience with IT support?**



#### **IV. Results & Impact (The "After" Picture)**

- 14. What quantifiable results or improvements have you seen since partnering with our MSP?** (e.g., X% reduction in downtime, Y% decrease in IT costs, improved system performance, faster issue resolution, better compliance scores) *Encourage specific metrics.*
- 15. Beyond the numbers, what qualitative benefits has our partnership brought to your business or team?** (e.g., peace of mind, ability to focus on core business, improved employee morale, increased efficiency)
- 16. How has a stable and optimized IT environment allowed your company to achieve its broader business goals?** (e.g., expansion into new markets, increased customer satisfaction, successful new product launches)
- 17. What has been the greatest unexpected benefit of working with our MSP?**

#### **V. Future & Recommendations**

- 18. How do you envision our partnership evolving in the future, especially concerning your long-term business and technology goals?**
- 19. What would you say to another business that is currently facing similar IT challenges and considering partnering with an MSP like ours?**
- 20. Would you recommend our MSP to other businesses, and if so, why?**

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