

Reach the Highest Level of Support

Support can have a domino effect. When Datto delivers superior support to its Partners, its Partners are more likely to deliver superior support to their clients. In turn, the client will be loyal to and give more business to the Datto Partner. In fact, research shows that 66% of respondents cited Customer Service as the biggest driver for encouraging greater spending.¹



This brief addresses two key elements of Datto’s award-winning, proactive support, and the difference they can make in a managed service provider’s bottom line. They are Technical Support and Training.



SUPPORT

Technical Support

Support is one feature all companies have but it can differ greatly between those companies. It truly is a challenge to build the perfect support program. Datto’s support department represents the single largest department inside our company and grows faster than all other departments combined. Several factors impact how to build and manage a support department. For Datto, the fact that we are channel-only and have tier two layer support means all of our staff need to be highly educated and have a faster response time. We have learned many lessons over the years and have adapted our support staff and policies along the way.

Today Datto invests heavily in its Technical Support infrastructure. Looking at Support now, it’s hard to believe that it originated as just one person; one CEO who answered the support line with a different persona. His policy of being very understanding and helpful to the partner has stayed with the company. And him having the experience of front line support has helped keep Datto focused on providing helpful, constructive, and timely support.



Average First Response Time	Reduced by 58%
Average Partner Wait Time	Reduced by 52%
Average Resolution Time	Reduced by 21%

Since 2012 Datto has tripled the size of its U.S.-based Technical Support Team, to 50 full time staff. This expansion has enabled Datto to provide live 24/5 and emergency 24/7 support; and it has reduced wait and resolution times significantly. It’s Datto’s mission to always be there for its Partners. In 2013 (year to date) Datto has a 95% ticket satisfaction rate from its Partners.

This expansion and focus contributed to Datto being awarded “Best Customer Support” at the 2013 ASCII Los Angeles SMB IT Success Summit.

When a call is placed, or email sent, to Datto Tech Support it initiates a process within Datto. The goal is not simply to solve the issue at hand, to but to work with the Partner to avoid the issue from recurring.



Training

Training starts from the first day a Partner purchases a Datto device, with Datto Quick Start Install Service. A Datto Sales Engineer walks a Partner through their first installation of a Datto SIRIS or Datto SIRIS Lite from start to finish, ensuring a quick, successful first device install at an end-user client site. This ensures our Partner is up-to-speed out of the gate, and their clients will be impressed with their knowledge of the Datto device from day one.

The next stages of Training come in a variety of formats, allowing Partners to participate in a way that best works for them. Datto Academy is a knowledge-sharing program designed to provide Partners with all the information and training necessary to get the most value out of Datto devices and services. The more our Partners know the better they can serve end users and the more successful they become. Datto Academy combines online training programs, hands on seminars and workshops, and live and recorded topical webinars. The Datto Academy offers both Basic and Advanced training courses.

Topics in Datto Academy range from free Basic Online Training that covers device set-up and configuration, basic support and technical issues, through to Advanced Training Seminars. The Advanced Training Seminars are live classroom style technical training seminars that get more in-depth, giving Partners the knowledge to support and manage more complex issues, including ZFS troubleshooting, GUI configurations, and Bare Metal Restore. Advanced Training concludes with a Certification test.

The most exciting addition to Datto Training is the 2013 Datto Partner Conference, taking place September 10-13 in Washington, D.C. This event brings together the growing Datto community of thought leaders, visionaries, and MSPs. Datto Partners have the opportunity to see what's next for Datto, engage with peers, learn about new technologies, and gain valuable insight from industry leaders.

Conclusion

Datto believes that the best support is both Reactive and Proactive. Reactive support is always an integral part of managing a MSP's day-to-day business. And how effective that support is has a direct impact on how effective the MSP is. Proactive support helps take the MSP to the next level—securing client loyalty and positioning them to attain more clients and grow their business. Datto delivers the highest level, and best mix of, support for its Partners.

Why Datto? It's as simple as Trust, Technology, and Support.

Learn more at www.dattobackup.com/why-datto-infocenter or call a Datto Sales Exec at 888-294-6312.

1. RightNow Technologies, 2010 Customer Experience Impact Report

“MSP support representatives that have attended training have a better understanding of what’s going on and become true experts in delivering business continuity solutions.”

Henry Washburn
Training Department Manager
Datto, Inc.
