



LEVERAGE IT'S

Client Satisfaction Report 2024

Insights from our annual Client survey and service
enhancements coming in 2024

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Leverage IT





Executive Summary

Your feedback is invaluable to us at Leverage IT. Our Clients know firsthand that regular planning and advisory meetings are part of our service. We collect your feedback during these sessions, as well as through our ticket closure and project completion surveys.

However, nowhere do we gather more feedback than in our annual Client satisfaction report. You're currently reading the second consecutive edition of this report, which details the results of our latest survey.

Leverage IT's Client Satisfaction Report 2024 is an annual perspective of our service in the eyes of our Clients. By gathering in-depth feedback and suggestions from our Client base via survey, it provides you with insights into Leverage IT's performance across its five core service areas: technology roadmapping and strategy, business applications, cybersecurity, business technology infrastructure, and data protection and business continuity.

This report also shares upcoming improvements to our services and assigns us a net promoter score (NPS) — considered the gold standard of evaluating Client satisfaction — to provide a more objective perspective of our performance.

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What Are the Five Key Service Areas? An Introduction

Below is a summary of Leverage IT's five core service offerings. We'll dive deeper into each of these areas and share Client feedback on them later in this report.



1 – Technology roadmapping and strategy

Like a roadmap, this service provides directions to reach your business goals via technology. The service comes with a “driver” so to speak – a dedicated Business Technology Advisor and Consultant who will learn the ins and outs of your business, IT infrastructure, processes, etc. The Technology Advisor provides guidance and strategy on your overall technology, best practices alignment, and improvement projects to maximize your ROI.



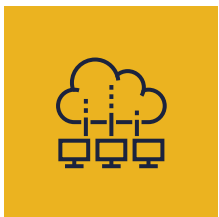
2 – Business applications

Selecting and implementing the right business solutions has a major impact on your business. Your choices in these early stages have ripple effects you'll experience years down the line in your organization. Our business solution selection service guides you through this process so that your new application aligns with your business needs and delivers the ROI you expect. Our IT experts help you select the best-suited software or application, negotiate the deal with the vendor, and implement the solution.



3 – Cybersecurity

To stop ransomware and hackers, we offer you a suite of cybersecurity tools, staff training, and multiple security layers. As cyber risks are constantly evolving, our IT security experts stay abreast of the latest tools and regularly introduce them to Clients. Our goal is to offer you the most advanced protection.



4 – Business technology infrastructure

With our business technology infrastructure service, our IT experts guide you through any infrastructure adjustments or overhauls, including transitioning to cloud computing. We help you choose the right infrastructure to support your applications, data storage, and other essential technologies. We then ensure seamless implementation, aligning the infrastructure with your operational and security needs.



5 – Data protection and business continuity

This service provides automated, scheduled backups for all your business data, including that which is spread across multiple technology solutions and systems – both onsite and in the cloud. Business continuity is a safety net every company needs when disaster strikes. It enables you to quickly retrieve your data through a comprehensive, step-by-step recovery process that restores everything to its original state – so that you're back up and running in no time. We implement data security best practices and maintain ongoing processes to ensure backups occur regularly, providing you the peace of mind that your data is consistently up-to-date and secure.

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Who Took The Survey?

Leaders, managers, and executives across our entire Client base, throughout the United States, were the participants of this year's survey. Our Clients consist of companies of all sizes, in various industries, including manufacturing, financial services, legal, insurance, construction, engineering, and logistics among others.

To all our Clients who provided feedback, we can't thank you enough.

This report as well as our continued improvements and success wouldn't be possible without your comments and responses. We appreciate your business and the time it takes to complete a survey like this. We strive to reward you for your time by listening to your feedback and following through with new improvements in the coming year.

We hope you enjoy learning about the survey results and how we intend to improve your service.



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Key Findings

Below is a summary of the key findings across our five services areas.



Technology roadmapping and strategy

- Clients are happy with the service overall, and service improvements have come in the form of increased consulting capacity by Leverage. As roadmapping and strategy is such a critical component of business growth for our Clients, we've hired consultants to meet the increasing demand for this service.



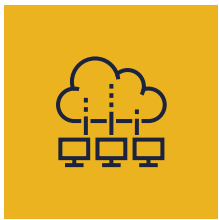
Business applications

- Client satisfaction for our business application service was similar from this year to last (only a 2% change). Survey results revealed we need to better communicate the full scope of this service, as Clients aren't taking advantage of everything it offers.



Cybersecurity

- Client satisfaction for this service increased significantly (11% increase) from the previous year. As cyber risks have continued to evolve with the emergence of AI we've enhanced our standard security services and rolled out advanced security solutions as well. Client education and expanding our security toolkit remain at the forefront of this service.



Business technology infrastructure

- Over the past year, an increasing number of our Clients have moved from on-premises infrastructure to the cloud, and they are thrilled with the results. They're enjoying the advantages of a flexible, secure, and more accessible infrastructure. We're actively discussing this shift to cloud computing with all our Clients and are committed to ensuring a smooth transition for those interested.
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Backup and data protection

- Client satisfaction levels for our data protection and business continuity service were slightly higher this year (6%) than last. Feedback indicated Clients were unaware of the full capabilities we provide with this service as well as our data management consulting. We're in the process of revamping the data protection and business continuity service to be more transparent and informative, aiming to provide greater peace of mind for our Clients.
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The Five Service Areas



SERVICE 1

Technology Roadmapping and Strategy

The Shortcut to Your Business Goals

These days, more than ever, technology plays a key role in business. From the computer, tablet, or smartphone on which you're reading this report, to the applications that enable your employees to complete work, technology is critical to any modern business. Leveraging it can have a major impact on your productivity, competitive advantage, and even bottom line. That's where roadmapping and strategy comes in.

What Does a Roadmapping Engagement with Leverage IT Look Like?

You wouldn't drive across the country without a map. That's a recipe for getting lost and wasting hours or even days. Why should technology be any different?

Leverage IT's roadmapping and strategy service, Navigate Digital Transformation service, connects your technology projects with the needs and goals of your business, laying out the necessary steps and directions to get to your destination. At Leverage, our roadmaps define a plan that ties your strategic goals to the people, processes, and tools required to reach those targets while prioritizing where changes need to occur in your business.

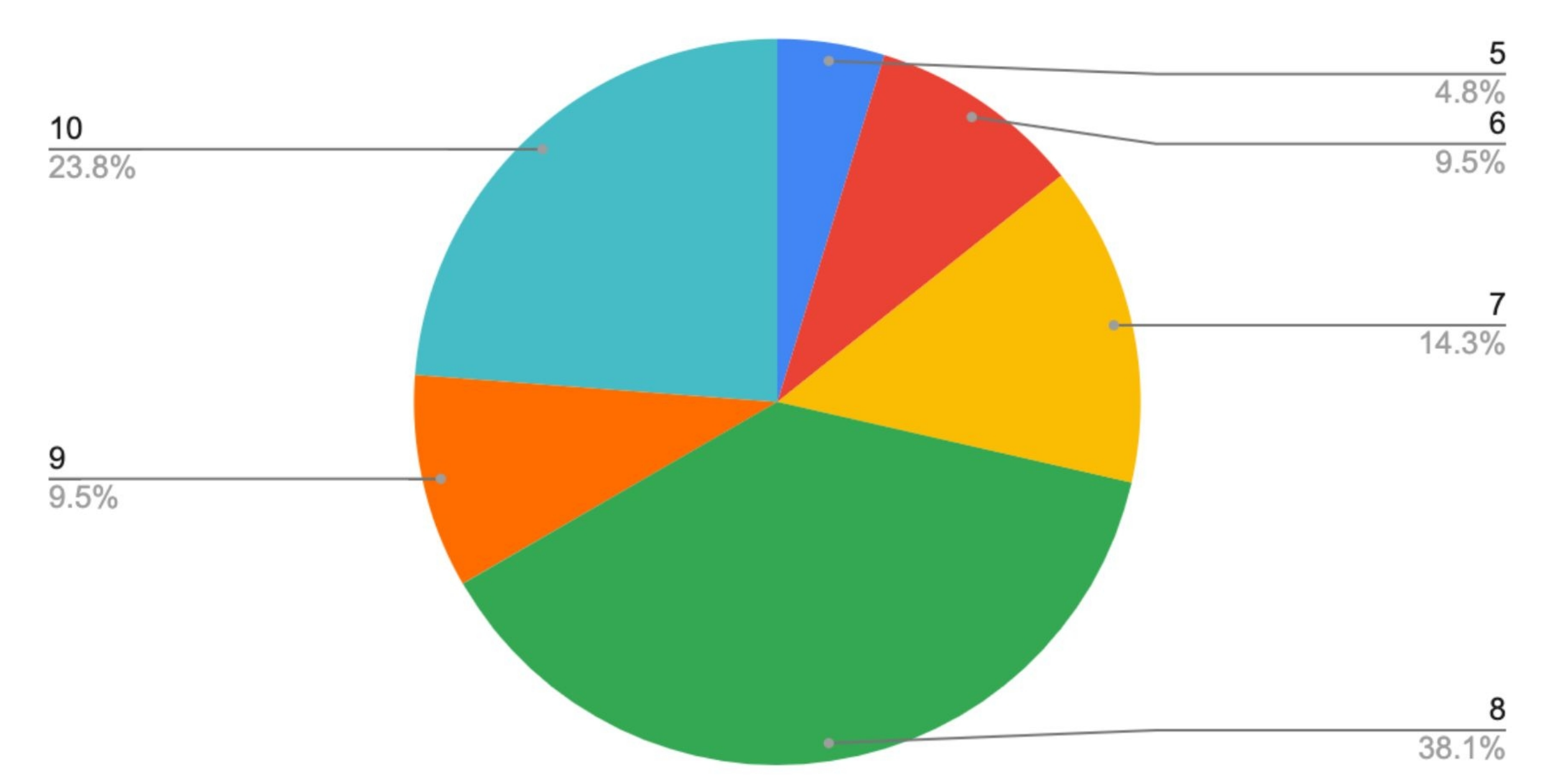
How Technology Roadmapping Impacts Your Business

According to [McKinsey](#) [1] and [Bain & Company](#) [2], 70 to 95% of digital transformations fail. The reason? Poor project management and employee buy-in, lack of accountability, and inadequate planning are common culprits. Your business suffers in any scenario – resulting in a weak ROI, lost time, and a reduced market share.

Everything becomes easier with a technology roadmap. When you encounter a fork in the road that demands a strategic business decision, it points you in the right direction. It aligns your digital transformation efforts with your long-term business objectives, and ensures every dollar spent delivers value.

Survey results

We asked our Clients: **“How confident are you in your company’s technology roadmap and strategy?”**



Service Confidence Score Scale:

Clients were asked to rate their confidence on a scale of 0-10. Below are the ranges and what they indicate:

- 0-5 = Low confidence
- 6-7 = Medium confidence
- 8-10 = High confidence

Confidence in Leverage IT’s technology roadmap and strategy services:

2023 Satisfaction Report: 74% of Clients indicate a high level of confidence

2024 Satisfaction Report: 71% of Clients indicate a high level of confidence in our technology roadmapping and strategy services

Question: Do you have any concerns about your company’s technology roadmap and strategy?

We asked our Clients to express any concerns they had or leave additional feedback about our technology roadmapping and strategy services. Here are their comments:

<p>“</p> <p><i>Always concerned about time lag between keystrokes when on the terminal server</i></p>	<p>“</p> <p><i>No, we have made some great strides in the past year.</i></p>	<p>“</p> <p><i>We would have no technology roadmap or strategy without Leverage!</i></p>
<p>“</p> <p><i>Happy with what we have done this year but, and this is more a budgetary concern, I have concerns that we are not replacing hardware quickly enough.</i></p>	<p>“</p> <p><i>It was pretty much bumping along at barely keeping up with the needs, but with new leadership we are readdressing many derelict or neglected systems, SOP’s and such. I still have concerns but many are being met with renewed focus from both us and Leverage.</i></p>	

Survey Findings & How Your Feedback is Shaping Future Improvements

Overall, we’re satisfied with Client feedback on our technology roadmapping and strategy service. While there’s a slight decrease in satisfaction from the 2023 report (3%), minor variances are normal, and we expect these fluctuations from year to year. The feedback is generally positive and Clients seem to be happy with the service.

In the past year, we’ve gone out of our way to provide strategy and roadmapping educational content in our Client Education Hub. The topic is that important. A few articles we’ve written on the subject cover [how digital transformation is implemented](#) [3] and how to use a [roadmap to complete your project on budget and on time](#) [4]. I encourage you to read both pieces to gain a deeper understanding of how technology roadmapping works.

One thing we know is that Clients need more business technology consulting. This includes everything from consulting on technology selection and implementation to process improvement – these are all important areas where technology can be leveraged for business growth. To fill this need, we’ve onboarded new staff, which should help our Clients take advantage of our Navigate technology roadmapping and strategy service in the year ahead.



SERVICE 2

Business Applications

Your Business Runs on Applications and Business Technology Solutions. Select Them Wisely.

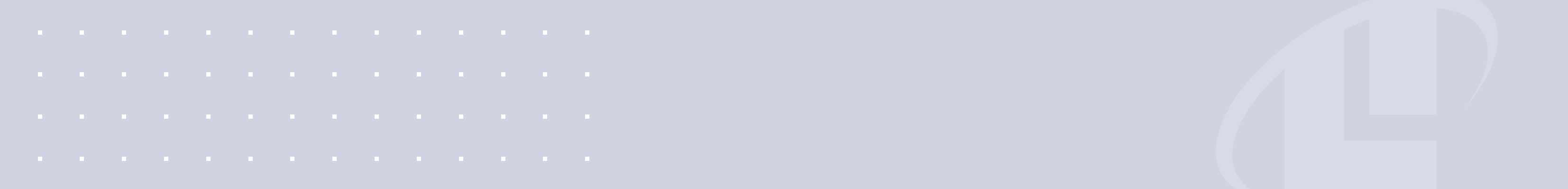
If you're a business leader, you probably attend conferences multiple times a year. You likely see the newest tech solutions at these shows. It's exciting. Especially when you discover a tool that solves an agonizing problem in your organization. What do you do?

If you're like many business leaders, you buy the tool, bring it to your office, and delegate the implementation to a staff member. But things don't go as planned. The project ends up a disappointment, and now, you've wasted time, money, and resources on a failed solution.

I've heard the above story far too many times. The reasons for the failed implementation are many. It was too complicated, wasn't a good fit, lack of team buy-in, or the assigned project lead lacked implementation experience. For all these reasons, a holistic view must be taken when implementing business applications. Especially since there is so much at stake.

The Far-Reaching Impacts of Your New Business Application

It's easy to overlook how much we rely on business applications. We forget how dependent we are on tools like your Line of Business Applications, Accounting software, Microsoft 365/collaboration tools, Zoom/communication tools, Microsoft Word, and project management software. After all, you and your staff use these or similar tools every day. It's how you get your work done.



Because we rely so heavily on applications, it's vital you select them wisely. A poor choice can hurt productivity, staff morale, and your bottom line years after the application has been installed. And realizing your mistake afterwards doesn't help. If you decide to switch to a new application, you'll have wasted energy and valuable resources on a failed project – all while having to start over with the selection and implementation process.

Your selection must be carefully evaluated. The decision between Sage versus QuickBooks, Google Suites versus Microsoft 365, or a manufacturing ERP versus NetSuite have far reaching impacts on your company. Your people, training, processes, maintenance, costs, and support could all be affected. Because of this, you want to select an application as objectively as possible, ensuring it aligns with your true business needs.

What to Consider when Choosing a Business Application

When selecting a new application, it is crucial to choose a tool that not only fulfills a specific need in your business, but also aligns with your strategic roadmap. How do you do that? Consider how the new tool will impact the following:

- Employees
- Processes
- Training
- Replacement of your current tools
- Data migrations
- Ongoing management

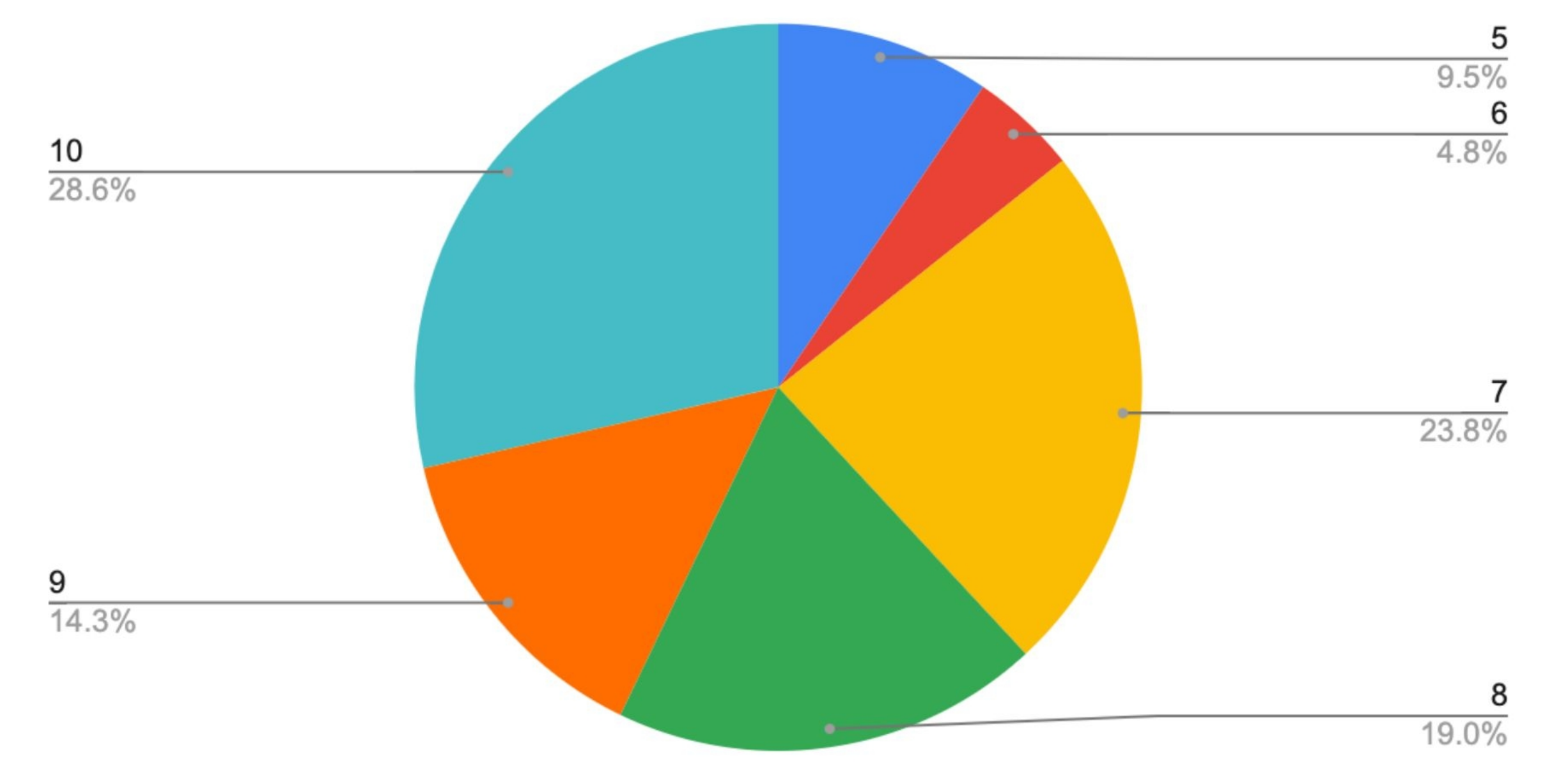
Also, take into account anticipated costs, how to get employee buy-in, and who will lead the implementation.

Because there are so many moving parts to consider, many business application implementations are abandoned. This is especially true for those executed in a rush, with little training, support, or consideration for data migration. Companies feel in over their heads.

Careful selection and planning beforehand can help you mitigate all these problems, keep your business application implementation on time and on budget, and create widespread adoption of the new tool throughout your company.

Survey results

We asked our Clients: **"How confident are you that your business applications (software) are providing for your work needs?"**



Service Confidence Score Scale:

Clients were asked to rate their confidence on a scale of 0-10. Below are the ranges and what they indicate:

- 0-5 = Low confidence
- 6-7 = Medium confidence
- 8-10 = High confidence

Confidence in Leverage IT’s business application services:

- ✓ 2023 Satisfaction Report: 64% of Clients indicate a high level of confidence
- ✓ 2024 Satisfaction Report: 62% of Clients indicate a high level of confidence in our business applications services.

Question: Do you have any concerns around your business applications (software) providing for your work needs?

We asked our Clients to express any concerns they had or leave additional feedback about our business applications (software) services. Here are their comments:

<div>“</div> <div>Time lag.</div>	<div>“</div> <div>You can't ask this question without taking the cost of software into account. I know there is more effective software out there, but the ROI doesn't pay. Not Leverage's fault!</div>	<div>“</div> <div>We have a long ways to go on this front. Many initiatives are underway, but it required hiring within to begin to get bandwidth and expertise to move the needle.</div>
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Survey Findings & How Your Feedback is Shaping Future Improvements

Client feedback on our business application service was similar to last year, with only a 2% decrease in satisfaction. Last year's survey revealed our Clients wanted help standardizing the correct use of their applications and aligning them with the proper business function. While we filled this gap, 2024 survey results show we need to be more vocal about the service's capabilities and how we can help Clients with their business applications.

Some Client comments mentioned the need to hire new staff for their business application initiatives, and software costs hurting their ROI. Our service is designed to help in both these areas. Our project managers and engineers can augment your staff, and we can help you select the right application for your business within budget. If new software costs too much for a reasonable return on investment, we inform our Clients as part of this service. We at Leverage need to remind Clients about the scope of our business application service, and we'll work on this moving forward.

Assessing your business as a whole is also important when implementing new applications. While some softwares may be used by only one department, others may serve a cross functional purpose and be leveraged by multiple departments. Our Navigate Digital Transformation service takes this holistic view of your business, helping you reap the most ROI across all your business applications. We ensure they're used in the right way. By the right departments. Interacting seamlessly throughout your organization. Like our staff augmentation and application selection capabilities, we need to better inform our Clients of this holistic approach to business applications as it will undoubtedly reap more operational efficiency and productivity among their staff.

SERVICE 3

Cybersecurity



AI and the New Cybersecurity Landscape

2023 was a record year for cybercrime. According to [Forbes](#) [5], the year saw:

- 2,365 cyberattacks
- 343,338,964 victims
- 72% rise in data breaches since 2021

With the rise in popularity of AI, attacks have become increasingly sophisticated and harder to identify. Phishing emails, which were once easy to spot with obvious grammar errors and broken English, are now written with AI tools like WormGPT and FraudGPT. These AI language models are specifically designed for cybercriminals, helping them impersonate brands, government agencies, and other organizations with perfect English. It's no wonder that [phishing remains one of the most common types of cyberattacks](#) [6].

Evolving Threats Call for Routine Evaluation of Cybersecurity Tools and Practices

Properly managing your security layers is the best way to decrease your cyber risk. Malware can infiltrate your business through surprising paths. Which is why it's critical to thoroughly understand your IT infrastructure, its weaknesses, and the right tools to mitigate these risks. An informed staff is also a good idea. We recommend everyone connected to your network be trained in cybersecurity best practices and aware of potential threats.

Reviewing security layers regularly can prevent attacks because risks are constantly evolving, especially in the age of AI. What was adequate last year may not suffice this year. And so adding additional layers or adjusting those layers on a consistent basis is recommended.

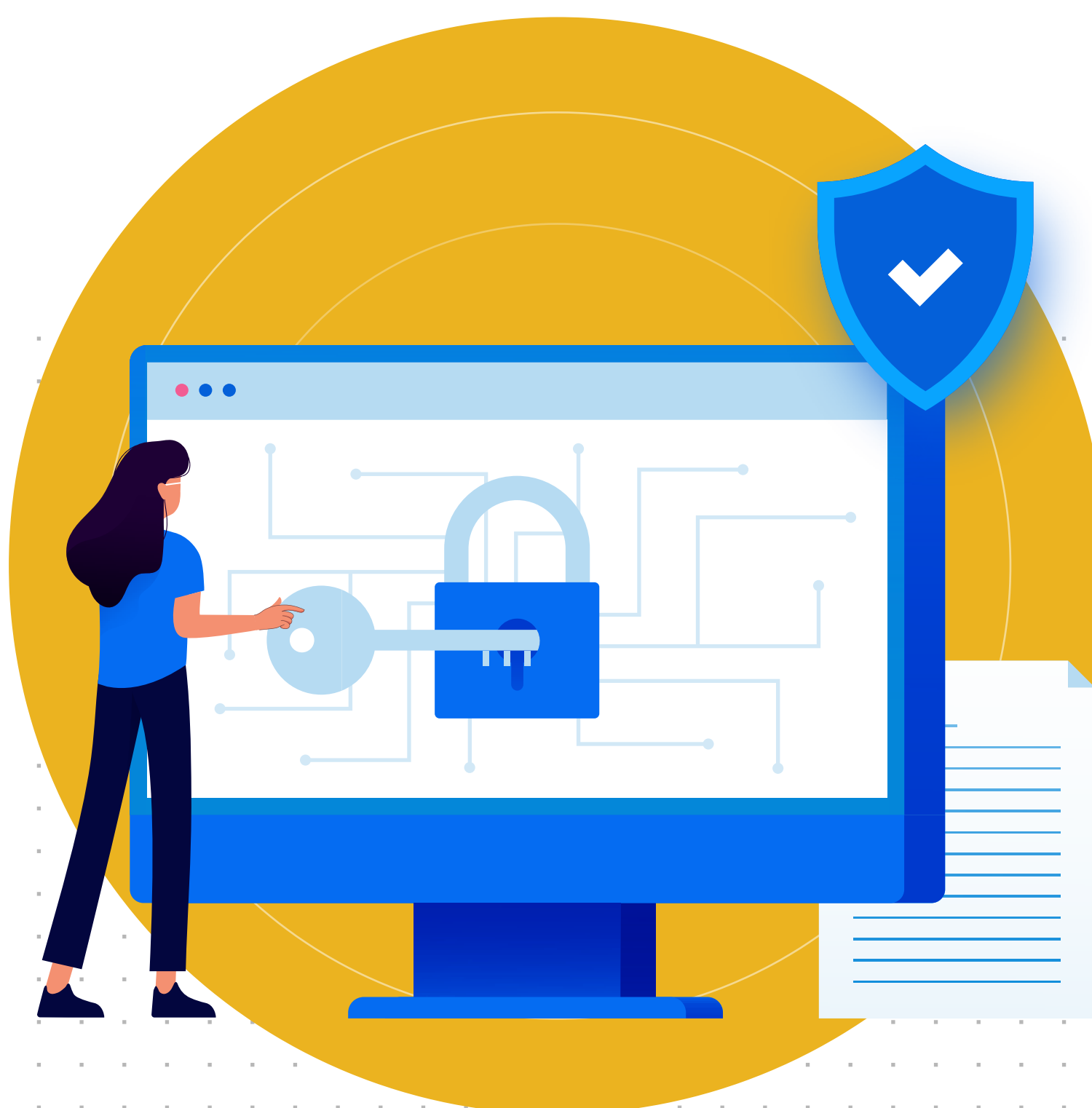
At Leverage, our cybersecurity team members are always reviewing the newest risk mitigation and security tools, evaluating them and explaining to our Clients how they work. When you better understand the way in which these tools decrease risk, you can decide if utilizing them will benefit your organization. Also, our support team vigilantly monitors our Clients' systems and responds fast to cyber incidents. To prevent attacks, we use patching, firewalls, SIEM systems, and other tools to protect your organization.

Cybersecurity Training Will Always Be Your Business's Best "Preventative Healthcare"

I said it last year and I can't emphasize it enough. Client team member cybersecurity training is like preventative healthcare for your business. Just like a nutritious diet and exercise improve your productivity and overall well-being, a proactive cybersecurity training solution improves the health and longevity of your business.

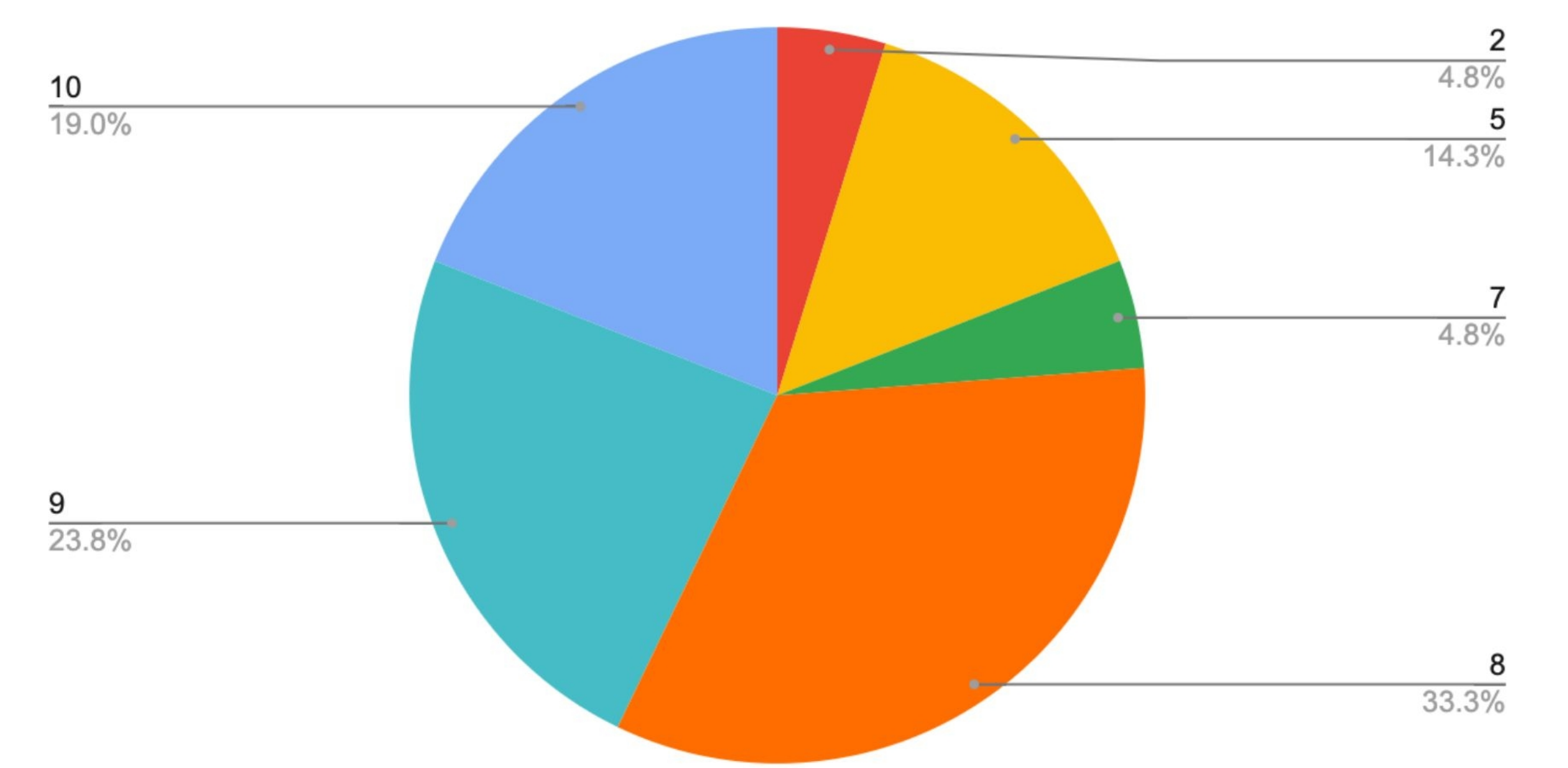
A lack of disease is often the result of a healthy lifestyle, and a robust cybersecurity solution produces a similar outcome: a lack of security incidents, freeing up your business to focus on goals instead of cleaning up the toxic, lingering effects of a cyberattack.

Cybersecurity, like preventative healthcare, isn't foolproof. Just as it would be impossible to prevent all potential health issues with a good diet and exercise, the same is true for preventing all attacks with a comprehensive cybersecurity plan. Incidents can still occur. That's why the goal with any cybersecurity plan is to decrease risk as much as possible. Adding security layers to your defenses can help.



Survey results

We asked our Clients: **“How confident are you that your business is protected from hacking, phishing, or malicious activity?”**



Service Confidence Score Scale:

Clients were asked to rate their confidence on a scale of 0-10. Below are the ranges and what they indicate:

- 0-5 = Low confidence
- 6-7 = Medium confidence
- 8-10 = High confidence

Confidence in Leverage IT’s cybersecurity service:

- ✓ 2023 Satisfaction Report: 65% of Clients indicate a high level of confidence
- ✓ 2024 Satisfaction Report: 76% of Clients indicate a high level of confidence in our cybersecurity services.

Question: Do you have any concerns about the protection provided for hacking, phishing, or malicious activity?

We asked our Clients to express any concerns they had or leave additional feedback about our cybersecurity services. Here are their comments:

<p>“</p> <p>Only very few get through but Leverage is always quick to resolve.</p>	<p>“</p> <p>Collectively we still receive a handful of phishing emails every day</p>
<p>“</p> <p>Our team members are on frequent international travels and often need to log into our cloud systems and emails from airport spots and hotels. Cyber security is always our concern.</p>	<p>“</p> <p>We are always vulnerable to employees not being careful with phishing attempts, but that is hard to prevent without increased education and monitoring. Perhaps we could do more on that front.</p>

Survey Findings & How Your Feedback is Shaping Future Improvements

From last year to this year, we saw a notable increase in Client satisfaction for our cybersecurity service. It improved from 65% to 76% – an 11% increase. We’re very pleased with this, especially considering the increased threats brought about by AI.

The main improvement identified in last year’s survey was to better educate Clients about cybersecurity’s importance and the available defense tools. Judging by this year’s feedback, we believe we filled this gap. Of course, there is still more we can do.

To respond to the latest threats, we’ve introduced our Clients to new cybersecurity solutions like Auvik (network monitoring software) and a tool that automates patching and security updates. This is all in addition to our enhanced staple of cybersecurity solutions, such as our Shield managed cybersecurity services, security awareness training, SOC/SIEM security services, and credential management tools.

Moving forward, we’ll continue evaluating our security tools, implementing new security layers, and refining our processes to prevent cyberattacks for our Clients. As cyber risks are evolving faster than ever, it’s our mission to stay ahead of them as we educate Clients about how to best protect their businesses.



SERVICE 4

Business Technology Infrastructure

The Heart of Modern Day Businesses

Every business owner has experienced them before. Failing switches, WiFi outages, server downtime, software glitches, and other tech disruptions. While it's tempting to view these problems in isolation, they're often symptoms of a broader issue with your infrastructure.

A Reliable Infrastructure = Higher Productivity

From your apps to network systems and data management platforms, the tools you run your business on depend on your infrastructure. So what happens when it fails? When staff members can't connect to the internet or core applications, forced to deal with tech problems instead of their jobs?

The answer is simple — employee productivity plummets. While your technology infrastructure is easy to overlook, it has far reaching effects on your entire business. The efficiency, effectiveness, and productivity of your staff are all related to its performance. Picture these common scenarios:

- When servers go down, employees can't access critical files or applications, grinding their workflow to a halt.
- When systems frequently crash, staff are forced to redo work, wasting valuable time and destroying morale.

These are just a few ways infrastructure issues impact businesses every day. But they're completely avoidable if you invest in robust infrastructure planning, regular maintenance, and proactive monitoring.

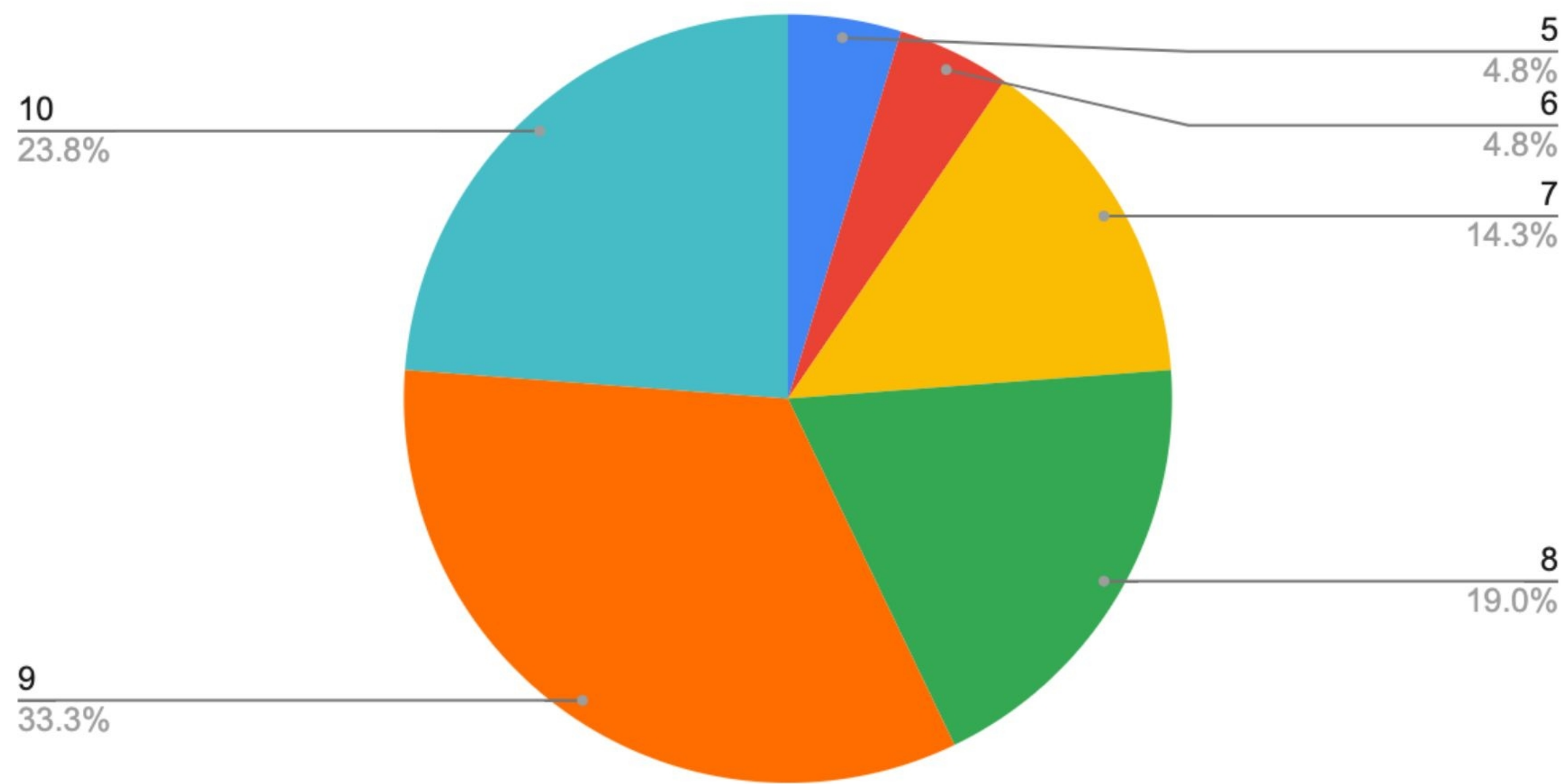
Where Infrastructure Goes Wrong

Countless businesses have overbuilt infrastructures. The reasons why are many: an overzealous IT team, caught up in the excitement of new technologies, might unintentionally complicate the system; an external vendor selling hardware might outfit your infrastructure with unnecessary bells and whistles. Yet, the secret to an optimal infrastructure is simple — it should fulfill the business’s needs and no more.

When your infrastructure is overbuilt, it’s like dealing with a jumbled mess of internet, network, phone, and server cables all tangled together. It becomes complex and difficult to manage. This is why it’s important to strike the right balance between what’s necessary and what’s optimal for your organization.

Survey results

We asked our Clients: **“How confident are you that your business technology infrastructure (Wi-Fi, workstation, laptop, etc.) is supporting your work needs?”**



Service Confidence Score Scale:

Clients were asked to rate their confidence on a scale of 0-10. Below are the ranges and what they indicate:

- 0-5 = Low confidence
- 6-7 = Medium confidence
- 8-10 = High confidence

Confidence in Leverage IT’s business technology infrastructure services:

- ✓ 2023 Satisfaction Report: 68% of Clients indicate a high level of confidence and 85% indicate a medium-high level of confidence in our business technology infrastructure services.
- ✓ 2024 Satisfaction Report: 76% of Clients indicate a high level of confidence in our business technology infrastructure services.

Question: Do you have any concerns about your business technology infrastructure (Wi-Fi, workstation, laptop, etc.) supporting your work needs?

We asked our Clients to express any concerns they had or leave additional feedback about our business technology infrastructure services. Here are their comments:

<p>“</p> <p><i>Have Wi-Fi issues some times, but believe that is being worked on (Leverage meeting with Comcast)</i></p>	<p>“</p> <p><i>Some folks are well taken care of, others have been struggling on very old or slow devices. They are being remedied bit by bit, but not holistically</i></p>
<p>“</p> <p><i>We’ve been having a lot of recurring issues regarding WiFi drops in the same location and now VPN drops. Although we’ve been troubleshooting these both respectively for months, it doesn’t feel like we’re closer to a resolution.</i></p>	

Survey Findings & How Your Feedback is Shaping Future Improvements

Out of our five service areas, our business technology infrastructure service saw the second biggest leap in Client satisfaction from last year. It went from 68% to 76%, an 8% increase. Judging from the survey comments and feedback, we believe this improvement was a result of more and more Clients transitioning to the cloud and experiencing the ensuing efficiency and cost gains. Clients are excited about it.

The shift to cloud computing from an on-premises infrastructure is a significant trend we’ve seen in the last year. Instead of having physical servers and desktops, these technology assets are hosted in the cloud where Clients can access them from their home offices, the airport, hotels, or anywhere with an internet connection. What’s more, we helped a number of our Clients transition to virtual desktop infrastructures this past year, and they’re seeing its value — a reliable and secure infrastructure that is flexible and well adapted to our increasingly mobile world.

As the mass transition to cloud computing doesn’t seem to be slowing down, we’re having a conversation with all our Clients about the technology’s advantages. From Microsoft 365 to Azure servers infrastructure, software as a service applications, virtual desktop infrastructure and more, you have many cloud options that provide a leaner, more powerful infrastructure that you and your staff can tap into from anywhere.

In the year ahead, we’ll continue to manage this transition for our Clients, ensuring it’s seamless and positions them for a future workplace that’s more mobile and flexible than ever.

SERVICE 5

Data Protection and Business Continuity



How Important Is Your Data?

Your company relies on your data every day. From making informed decisions to managing financial records and overseeing projects, data is vital to your operations. Balance sheets, cash flow statements, customer shipping details, contracts, supplier information, and the list goes on. This information is all integral to your business operations. What happens if you suddenly lose access to it?

Data loss can hit businesses in multiple ways. The obvious method is a breach, which can be extremely costly. IBM reports the **average cost of a data breach is \$4.45 million** [7]. But business leaders often forget about the many other ways data loss strikes, such as natural disasters, break ins, computer crashes, software failure, and human error.

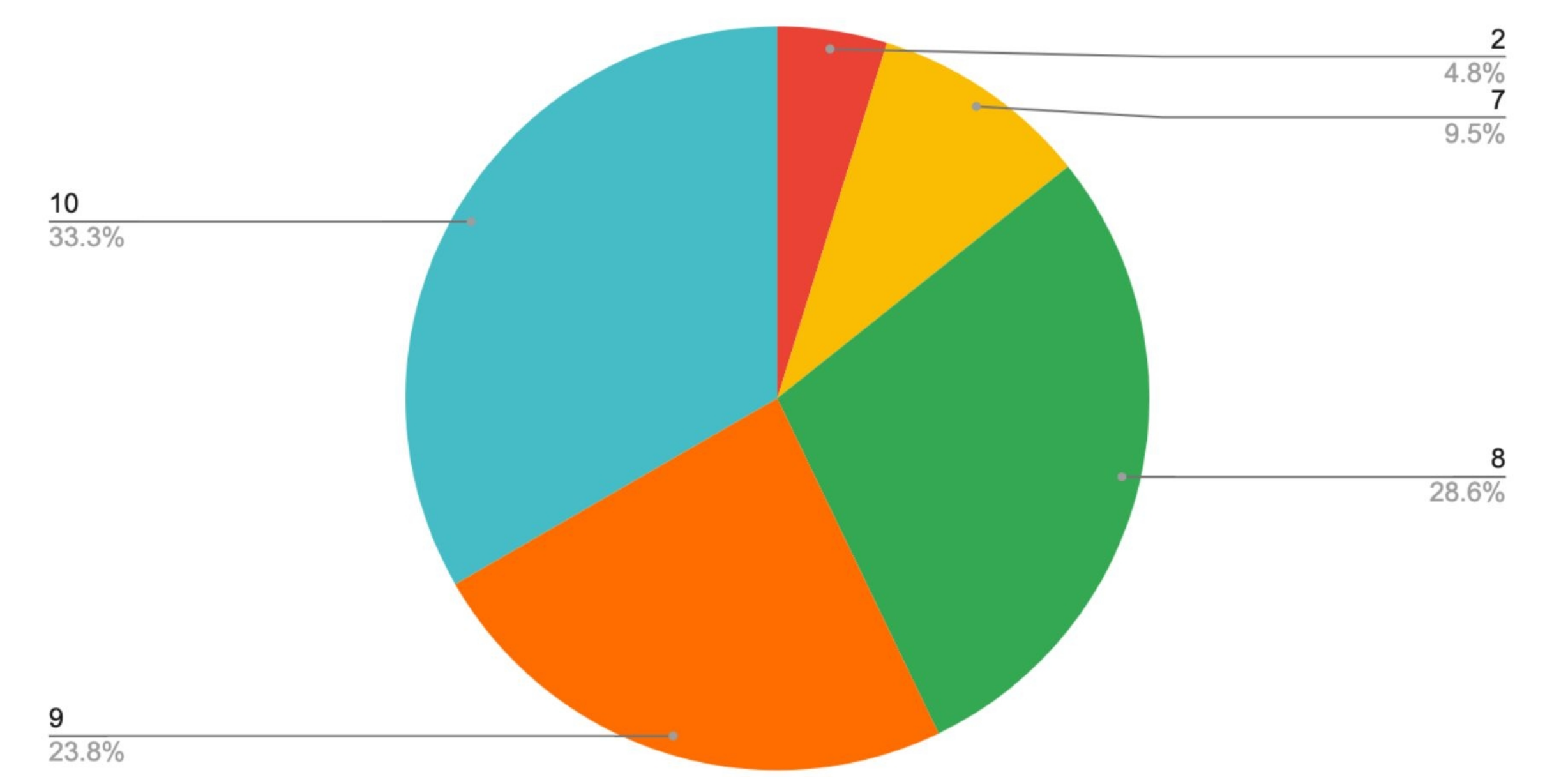
When an Employee Accidentally Deletes a Critical File

Imagine your office accountant, while tidying up computer files, accidentally deletes a key spreadsheet. This isn't just any file — it contains all your financial data, including last quarter's expenses and customer information. You have no backup. Suddenly, you're facing delayed financial reports, reputational damage, and potential legal issues with regulators for missing records. Could you reconstruct the data? Possibly. But at what cost? Time slips away, and stress levels intensify. This simple mistake could spiral into a crisis.

Human error is one of the leading causes of data loss. Had the business in the story above had a business continuity plan, they could've avoided the fallout of a simple mistake. That's exactly what Leverage IT can do for you. We systematically backup your data and protect it, so that if data loss occurs, you'll be back up and running in as soon as minutes, instead of days.

Survey results

We asked our Clients: **"How confident are you that your business data and work files are adequately protected?"**



Service Confidence Score Scale:

Clients were asked to rate their confidence on a scale of 0-10. Below are the ranges and what they indicate:

- 0-5 = Low confidence
- 6-7 = Medium confidence
- 8-10 = High confidence

Confidence in Leverage IT’s data protection and business continuity services:

- ✓ 2023 Satisfaction Report: 81% of Clients indicate a high level of confidence
- ✓ 2024 Satisfaction Report: 87% of Clients indicate a high level of confidence in our data protection and business continuity services.

Question: Do you have any concerns about your work files or business data protection?

We asked our Clients to express any concerns they had or leave additional feedback about our data protection and business continuity services. Here are their comments:

“

I feel that it would be helpful if Leverage provided test restores. I’m familiar with the set up and frequency of our backups, but not as familiar with whether or not a restore would go smoothly.

Survey Findings & How Your Feedback is Shaping Future Improvements

Our satisfaction score fluctuated slightly (+6%) from 2023 to 2024, which, as mentioned, is to be expected from year to year. A few Client comments worth highlighting are the ones about “test restores” and data being “spread across multiple technology solutions and systems.” In both instances, we offer services to address these issues, the latter being part of our Navigate Consulting Services. These comments give us insights into our communication gaps. Moving forward, we need to initiate conversations with our Clients to learn more about their technology needs and better serve them.

As for future plans to improve the service, in the last half year we’ve revamped our written data protection and recovery plans to make them easier to understand while providing more transparency into how your data is handled. We reformatted our templates and the information within our business continuity plans, and we’ll be reviewing these revised plans with Clients this year, making adjustments as needed. Ultimately, these changes are aimed at providing you more peace of mind regarding the safety and recoverability of your data.

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Would Our Clients Recommend Us?

How We Measure Client Satisfaction

Now that you understand how our business is performing in the five service areas, let's look at our Clients' overall satisfaction level. To calculate this, we used the net promoter score (NPS). If you've never heard of NPS, it's a metric developed in 2003 by the multibillion-dollar management consultant firm Bain & Company to measure Client satisfaction, enthusiasm, and loyalty. The measuring system is generally considered the gold standard of gauging customer satisfaction and is used by millions of companies worldwide to understand how customers perceive their businesses.

Why Is NPS Important?

A company's NPS is a strong predictor of business growth. Research has shown that organizations with high scores retain more Clients, grow faster, and are more successful in their industries. On the opposite end of the spectrum, a low score can signify a business is in decline and needs rapid improvement.

How Is NPS Calculated?

An NPS measures Client satisfaction by asking one simple question: what is the likelihood that you would recommend us to a friend or colleague?

Clients respond with a rating between 0 (not likely) to 10 (very likely). They are then organized into three categories based on their response:

- **Detractors:** (0–6) Unhappy customers who may hinder growth or damage your brand via negative word of mouth
- **Passives:** (7–8) Satisfied customers who are pleased with your service, but lack enthusiasm for it and may be tempted by competitor offerings
- **Promoters:** (9–10) Loyal customers who sing your company's praises and will often refer you to friends and colleagues, fueling growth

Once Clients are organized into the above groups, calculating the final NPS score is simple: subtract the percentage of detractors from the percentage of promoters.

For example, if 30% of Clients are detractors, 10% are passives, and 60% are promoters, then your final NPS is $60 - 30 = 30$.

What Is a Good NPS?

Net promoter scores fall on a scale between –100 to 100. When a company has more promoters than detractors, the score is positive. Vice versa, when detractors outweigh promoters, the score is negative. With that said, any score above 0 would be considered good. But to really understand what an ideal net promoter score is, it's worth seeing how name brand companies and the IT industry rate. Below is a list of popular companies and their NPS:

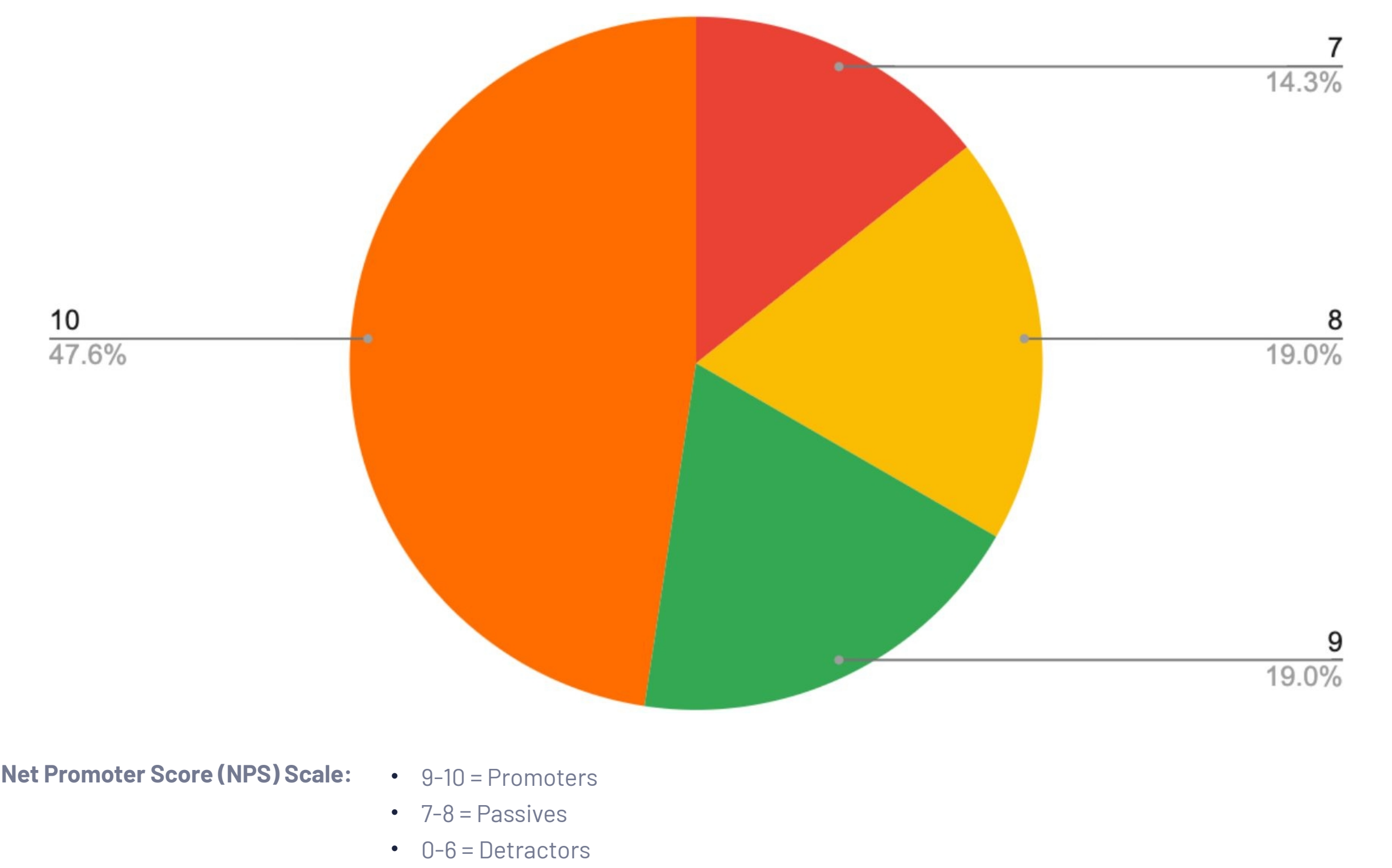
- | | |
|------------------------|----------------------|
| ➤ LinkedIn: 21 | ➤ Amazon: 61 |
| ➤ Microsoft: 31 | ➤ Apple: 61 |
| ➤ Cisco: 38 | ➤ Netflix: 67 |
| ➤ Google: 58 | ➤ Zoom: 72 |

Knowing that net promoter scores [vary by industry](#) [5] is also important. For example, healthcare companies have an average NPS of 58, while the telecommunications industry is considerably lower with an average rating of 31.

As for the IT services industry (which Leverage IT belongs to) the average NPS is 40.

How Do Leverage IT’s Clients Rate Our Performance in 2024?

We asked our Clients: “On a scale from 0-10, how likely are you to recommend us to a friend or colleague?”



Leverage IT’s NPS

After reviewing Client feedback, our NPS comes out to 66.67. This score tells us that, overall, our Clients value and appreciate our services, which reflects our effort to provide the best possible support.

While there are plenty of opportunities for improvement, we’re satisfied with our NPS, especially when considering that the average score for IT services companies is 40. Our score is well above industry leaders – Microsoft (31) and Cisco (38) – and also higher than Google (58), Amazon (61), and Apple (61).

As we know that a high NPS score benefits our Clients, we’ll continue to measure and share it with you in the future so we can provide an even better service for you.

— Question: What is the most important reason for your score?

We asked our customers to express why they gave us the score which they gave. Here are some of the responses and our thoughts / takeaways:

- *Leverage always responsive to our needs*
- *We trust your recommendations, and everyone is friendly.*
- *Leverage has served us very well, especially Shaun Webster and Hector Matta. When we moved our office, Shaun and Hector were there at the new office to get us running right away, they even worked on the weekend to make sure we were ready to go on Monday. We really appreciated that!*
- *Support and response time*
- *Leverage makes sure everything is working correctly, keeps us protected, and apprised of upcoming changes.*
- *Leverage IT has been great to work with and have met all of our needs.*
- *Very responsive and do good job of keeping things up and running*
- *When engaged, we get great support. Sometimes things fall under the radar, or are not tailored to GBI's needs.*
- *Always on top of issues, dependable and easy to work with.*

— Question: Do you have any feedback for Leverage IT on what's going well or wrong with our services? Are there any business technology services that you would like Leverage IT to provide or any changes in services you would recommend?

We asked our customers to express what they liked or didn't like about our services and any recommendations to improve. Here are some of the responses and our thoughts / takeaways:

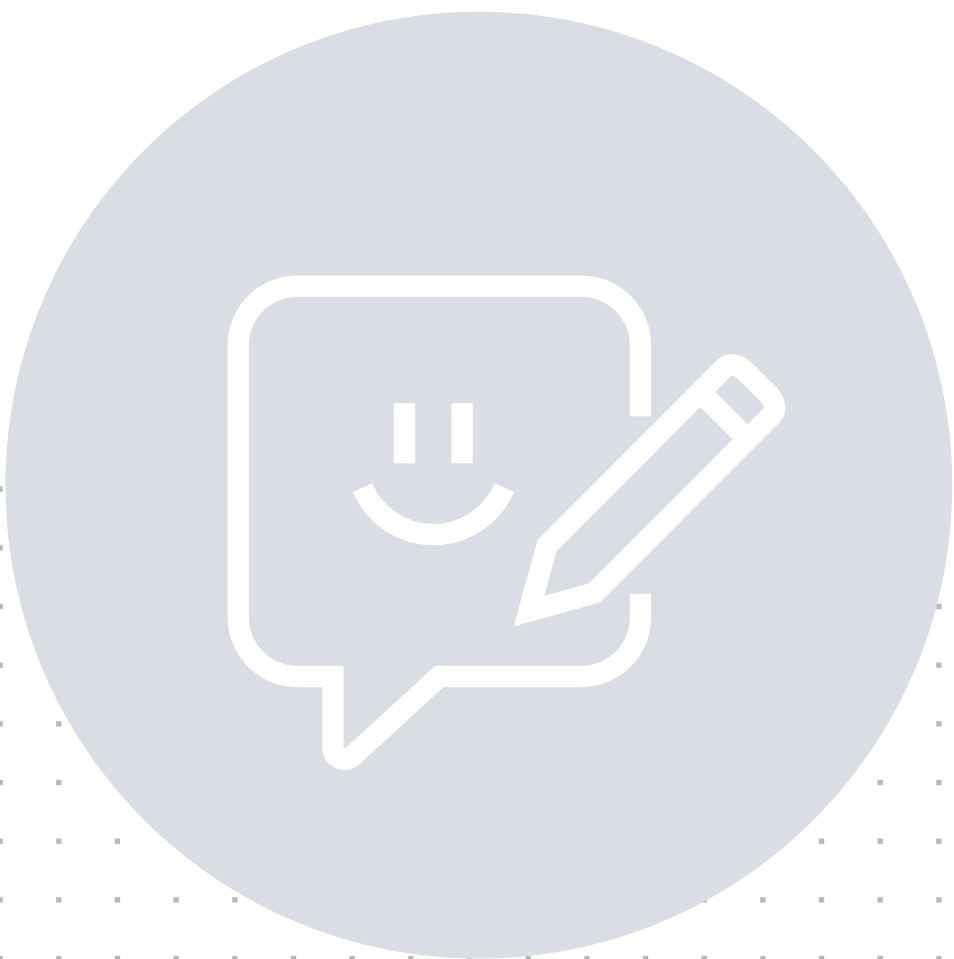
- *My service needs have always been attended to on a timely basis. GGY*
- *Any issues we've had are quickly resolved*
- *It is the extreme phishing, spam, and malicious emails and texts that have been increasing recently.*
- *We really appreciate Leverage's quick response to all out network issues.*
- *Leverage is super responsive. Easy access to get IT help. No complaints here.*
- *Leverage IT has worked with our company well as our needs change during COVID-19 period and as our business went through some consolidation period. The support team follows up on the outstanding requests well. And the communication between us and Leverage Team has improved over last a couple of years.*
- *Nishu, Shaun and Eric have provided great support on a big project for us. It's not cheap, but it's great added support.*

Our Perspective on the Survey Results

One observation from our NPS feedback is, we had no detractors. All respondents fell into the categories of either promoters or passives. If you read last year’s report, you’ll notice that our NPS score is slightly lower this year. We had a score of 70.37 compared to this year’s 66.7. As mentioned, we plan to measure our NPS score every year, so we feel it’s important to be transparent with you so you can draw your own conclusions.

That said, small variances in the NPS score from year to year is normal and to be expected. 66.7 is a very good score from an NPS perspective, which is evident by our comparison to the industry average and popular tech companies (mentioned earlier in this report).

To help improve our service, we hired a significant number of new staff members in 2023 and are continuing to increase our team capacity this year in 2024. One notable new hire is our IT Engineering Services Director who is responsible for managing all engineering roles and functions. At Leverage IT, we understand that team capacity is a critical element to customer service. We don’t believe in skimping on staff to cut costs. As we grow, we’ll continue to hire the right people to improve your service.



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Key Takeaways and How We Plan to Improve



Technology roadmapping and strategy

- We are satisfied with Client feedback on this service and see no major gaps in it. Last year's service improvement, which involved providing additional support in the form of a dedicated Business Technology Consultant, has paid dividends. Clients are now experiencing the ROI and business growth that comes with a comprehensive technology roadmap.

As such, we've seen increased demand for this service and have actively hired consultants to fill the gap. The goal is to provide a more complete strategy that encompasses technology selection, implementation, process improvement, and more.



Business applications

- While Client satisfaction levels are similar to last year for our business application service, Clients don't seem to be aware of the full extent of the service's offering. As such, we need to be more vocal about how we can help Clients with their business applications.

We offer comprehensive application solutions that include help with the selection process, software negotiation with the vendor, implementation, and staff training. Our Navigate Digital Transformation service goes a step further and assesses application use throughout your company, helping raise the efficiency of your organization as a whole while lowering costs. We need to more effectively communicate our offerings so Clients can fully leverage our extensive support.



Cybersecurity

→ Though we're thrilled with the 11% increase in Client satisfaction, we know this is no time to rest on our laurels. We introduced our Clients to new cybersecurity tools this year to help combat evolving threats in this age of AI.

We'll continue to release new security tools in the coming years and focus on Client education. One of the best cybersecurity defenses is an informed staff and management team. We encourage Clients to leverage our Shield Security Awareness Training so employees can identify phishing emails, social engineering schemes, and other cyberattacks that are becoming more deceptive by the year.

We also encourage you to ask us questions about how you can best protect your business. We're more than happy to share our solutions and advice.



Business technology infrastructure

→ The cloud adoption trend, which we were seeing a year ago among our Client base, has only sped up this year. We've transitioned a number of Clients from on-premises infrastructures to cloud infrastructures.

We're talking with our Clients about this shift, educating them on the benefits of a cloud infrastructure, while providing solutions like Microsoft 365, virtual desktops, Azure, etc. We're just as excited about this shift as most of our Clients are, and we'll continue to manage this transition to ensure it's seamless for them, helping them fully capitalize on the advantages of this revolutionary technology.



Backup and data protection

→ While Client satisfaction saw a modest increase of 6% from the previous year, survey feedback highlighted the need for us to more actively identify our Clients' technology gaps. Notably, several comments pointed to needs that our services already address, yet Clients were unaware of these offerings.

Looking ahead, we're revamping the data protection and business continuity service to enhance its transparency while also providing more information about it. This includes reformatting templates and simplifying the presentation of information, enabling Clients to better understand how their data is protected. We'll be reviewing these changes with Clients this year.



Conclusion

How Will Your Service Be Improved in 2024?

Thanks to your feedback, we'll be providing a number of service enhancements this year. Here's what you can expect as we move further into 2024:

- ✔ **Better advice and guidance for your business:** A recurrent theme throughout this report was that we at Leverage need to be more vocal about the full extent of our service offerings and how they enhance your business. Customers spoke up about this in our business application service, and in our data protection and business continuity service. We hear you. We have hired more consultants to meet Client demand and provide more comprehensive guidance on your technology journey.
- ✔ **More advanced tools and insights:** As technology evolves, it's our mission to stay ahead of the curve — a necessity that's increasingly evident in the rapidly evolving cybersecurity world. We added new tools last year to better secure your business and we'll continue to do so this year. We'll also provide more transparency into your backup and data protection as we revamp the service. Stay tuned for more information about your data protection and business continuity solution, designed to give you greater peace of mind about the security and recoverability of your data.

Overall, we're happy to see Clients are satisfied with our services, as evident by their positive comments and our net promoter score of 66.7. We hope you found this report, its findings, and our description of upcoming changes valuable. If you have any feedback on it, don't hesitate to let us know so we can make the appropriate adjustments for the 2025 edition.

We're always looking to improve, and we're always ready to listen and respond to your needs. Feel free to drop us a message any time.

Additional Resources

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2. Laurent-Pierre Baculard, Laurent Colombani, Virginie Flam, Ouriel Lancry and Elizabeth Spaulding, "Orchestrating a Successful Digital Transformation," Bain & Company, November 22, 2017. <https://www.bain.com/insights/orchestrating-a-successful-digital-transformation/>
3. Eric Baryol, "How Is Digital Transformation Implemented? A Behind-The-Scenes Look from a Real Provider," Leverage IT Consulting, June 18, 2023. <https://www.leverageitc.com/blog/implement-digital-transformation>
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7. Cost of a Data Breach Report 2023 (IBM, 2023), <https://www.ibm.com/reports/data-breach>
8. Cvetilena Gocheva, "15 Technology Industry NPS Benchmarks: NPS Technology Guide 2023," Customer Gauge. <https://customergauge.com/benchmarks/blog/technology-industry-nps-benchmarks>



Let's Talk

Where could technology help lower your costs? Maybe a new app or cloud infrastructure could improve employee performance. Or maybe a more advanced data backup system or cybersecurity solution could better protect your critical files.

Let us help you uncover hidden opportunities where technology could improve your productivity, profits, and peace of mind.

Click the link below to book a call with me, or email me directly at eric.baryol@leverageitc.com to discover how you can leverage IT in your business.



BOOK A CALL



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