



LEVERAGE IT'S

Client Satisfaction Report 2025

Insights from our annual Client survey
and service improvements coming in 2025

WRITTEN BY

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Executive Summary

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

However, our annual Client satisfaction survey remains our most comprehensive feedback tool. You're currently reading the third consecutive edition of this report, which details the results of our latest survey.

Leverage IT's Client Satisfaction Report 2025 provides an annual perspective on our service through the eyes of our Clients. By gathering in-depth feedback from our Client base, this report delivers insights into Leverage IT's performance across our five core service areas: technology roadmapping and strategy, business applications, cybersecurity, business technology infrastructure, and data protection and business continuity.

This year's results show significant improvements in several service areas, particularly:

- Cybersecurity (+14.9%)
- Business Applications (+15.3%)
- Business Technology Infrastructure (+10.4%)

We're also proud to share that our Net Promoter Score – considered the gold standard of evaluating Client satisfaction – has increased from 66.67 in 2024 to 77.3 in 2025. This reflects our continued commitment to exceptional Client service.

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The Five Key Service Areas: An Introduction

We offer five core services designed to align technology with your business goals, protect your operations, and improve staff productivity. Below is an overview of these services. Later in this report, we'll dive deeper into each one and share Client feedback on their effectiveness.



1 – Technology Roadmapping and Strategy

Without a clear strategy, IT investments can become expensive miscalculations. Our roadmapping service provides a structured approach to technology planning, helping you make informed decisions that drive business growth. A dedicated Business Technology Advisor works closely with your leadership team to understand your IT environment and long-term goals. Using these insights, we help you develop a strategy that leverages new technology, eliminates wasteful IT expenses, and maximizes ROI.



2 – Business Applications

The business applications you choose today will impact your company for years to come. Getting it wrong can have serious consequences. Widespread company inefficiencies, high costs, and a frustrated staff can eat away at your profits. That's where our business applications service comes in. It helps you evaluate, select, and implement the right tools to match your specific needs, guiding you through all stages of the process—from vendor negotiations to post-implementation staff training.



3 – Cybersecurity

Cyber threats evolve daily, and businesses can't afford to be reactive—especially in the age of AI. Our cybersecurity services provide multi-layered protection, combining advanced security tools, proactive monitoring, and staff training to mitigate risk. To better serve our Clients' needs, we recently unveiled our Advanced Security Platform (ASP), offering three tiers of protection tailored to meet different business requirements and budgets.



4 – Business Technology Infrastructure

Your IT infrastructure is the backbone of your organization. Optimizing it is critical for operational efficiency and scalability. We help businesses modernize their infrastructure, guiding them every step of the way through hardware upgrades, cloud migrations, hybrid and remote work setups, and more. Our experts ensure that your infrastructure fully supports your business applications, improving performance and long-term stability, and giving your organization a strong technology foundation for your business to flourish.



5 – Data Protection and Business Continuity

Data loss—whether from cyberattacks, hardware failure, or human error—can bring your operations to a halt. Our data protection and business continuity service ensures your critical systems remain accessible, no matter what happens. We implement automated, scheduled backups both on-premises and in the cloud, paired with a step-by-step recovery process. In the event of an outage or disaster, you'll be able to restore your operations quickly while minimizing disruption.



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Who Took The Survey?

This survey wouldn't exist without you, our Clients.

Every year, we ask for your feedback because your insights help us improve, grow, and serve you better. This year, business leaders, managers, and executives from a wide range of industries—manufacturing, financial services, legal, insurance, construction, engineering, logistics, and more—took the time to share their thoughts. From small businesses to large enterprises, your voices guide us.

To everyone who participated, thank you. We know your time is valuable, and we truly appreciate you taking a moment to help us get better. Your feedback doesn't just sit in a report. We use it to make meaningful changes that improve your experience throughout the year.

We're grateful for your trust, your business, and your willingness to share your thoughts with us. We hope you enjoy this report and see the impact of your feedback in the improvements we make in the coming months. We're excited for the road ahead. And we hope you are too.



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Key Findings



Technology roadmapping and strategy

Client confidence in our technology roadmapping and strategy service remained stable, with a slight 1.7% increase from last year. Survey results show growing interest in AI integration and increased demand for advanced Microsoft tools training.



Business applications

Our biggest jump in Client satisfaction came from our business applications service, which saw a dramatic 15.3% increase. This is likely due to improved communication from our newly hired Business Technology Consultant. Like our technology roadmapping and strategy service, we're also seeing a growing interest in AI, particularly for process automation and efficiency.



Cybersecurity

Another service that saw a big jump in Client satisfaction was cybersecurity. This time, to the tune of a 14.9% increase. We believe this improvement came from the implementation of new security solutions for our Clients, including a dedicated Security Operations Center, SIEM services, and quarterly phishing simulations, along with the rollout of our three-tiered Advanced Security Platform.



Business technology infrastructure

The last major increase in Client confidence came from our business technology infrastructure service, which saw a 10.4% improvement from last year. The increase is likely driven by our enhanced advisement and alignment process and our Clients’ continued success in moving away from on-premise servers to the cloud.



Data protection and business continuity

Our data protection and business continuity service saw a slight decline in Client confidence compared to last year. One key factor for this appears to be a lack of clarity around our backup processes and the protection of paper files and legacy data. We need to better communicate the ins and outs of the service. To help address this, we’ll be incorporating backup KPIs into our advisement and alignment processes.

