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.

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The Five Service Areas

Service 1 - Technology Roadmapping and Strategy

Service 2 - Business Applications

Service 3 - Cybersecurity

Service 4 - Business Technology Infrastructure

Service 5 - Data Protection and Business Continuity

Technology Roadmapping and Strategy

A Roadmap Is the Difference Between Progress and Stagnation

Many business owners see technology as just a tool—but it's much more than that. Technology directly impacts your bottom line and can determine whether your team operates at peak productivity or struggles with downtime and frustration. Simply put, IT is a driving force behind business growth. That's why having a clear technology roadmap is essential. Without one, even the most promising IT investments can turn into costly missteps.

What Does a Technology Roadmap Do?

Growing your business without a technology roadmap is like embarking on a cross-country road trip without a GPS. You might eventually reach your destination, but not without unnecessary detours, wasted fuel, and plenty of frustration. A roadmap provides clear direction, ensuring IT decisions are strategic, efficient, and aligned with your final destination. It helps you get where you want to go in the quickest, most cost-effective way possible.

A well-thought-out technology roadmap helps you:

- Make informed technology investments that support your goals
- Choose the right IT solution with confidence, even when faced with competing options
- Ensure every dollar spent on technology delivers measurable value

The Role of AI in Technology Roadmapping

AI is no longer a futuristic concept. It's an integral part of IT strategy. The most effective technology roadmaps do more than just plan for AI adoption; they leverage it to improve business operations today.

At Leverage IT, AI is woven into the way we support and protect our Clients. Our engineering teams utilize AI-powered tools to improve response times, automate routine support tasks, and enhance security measures.

As AI continues to evolve, businesses need a strategic roadmap to integrate AI seamlessly into their operations. Whether it's automating workflows, strengthening cybersecurity, or improving IT support, AI should drive efficiency and smarter decision-making—without adding unnecessary complexity or overwhelm. That's exactly what we do for you at Leverage IT.

Your Roadmap to Smarter IT Investments

Every technology decision your business makes should be intentional, data-driven, and aligned with long-term growth. Without a clear roadmap, it's easy to get swept up in the latest trends, only to end up with costly, disjointed solutions that don't drive real value. But with a strategy-first approach, your IT investments are more than just expenses. They become a powerful engine that fuels innovation, efficiency, and sustained success.
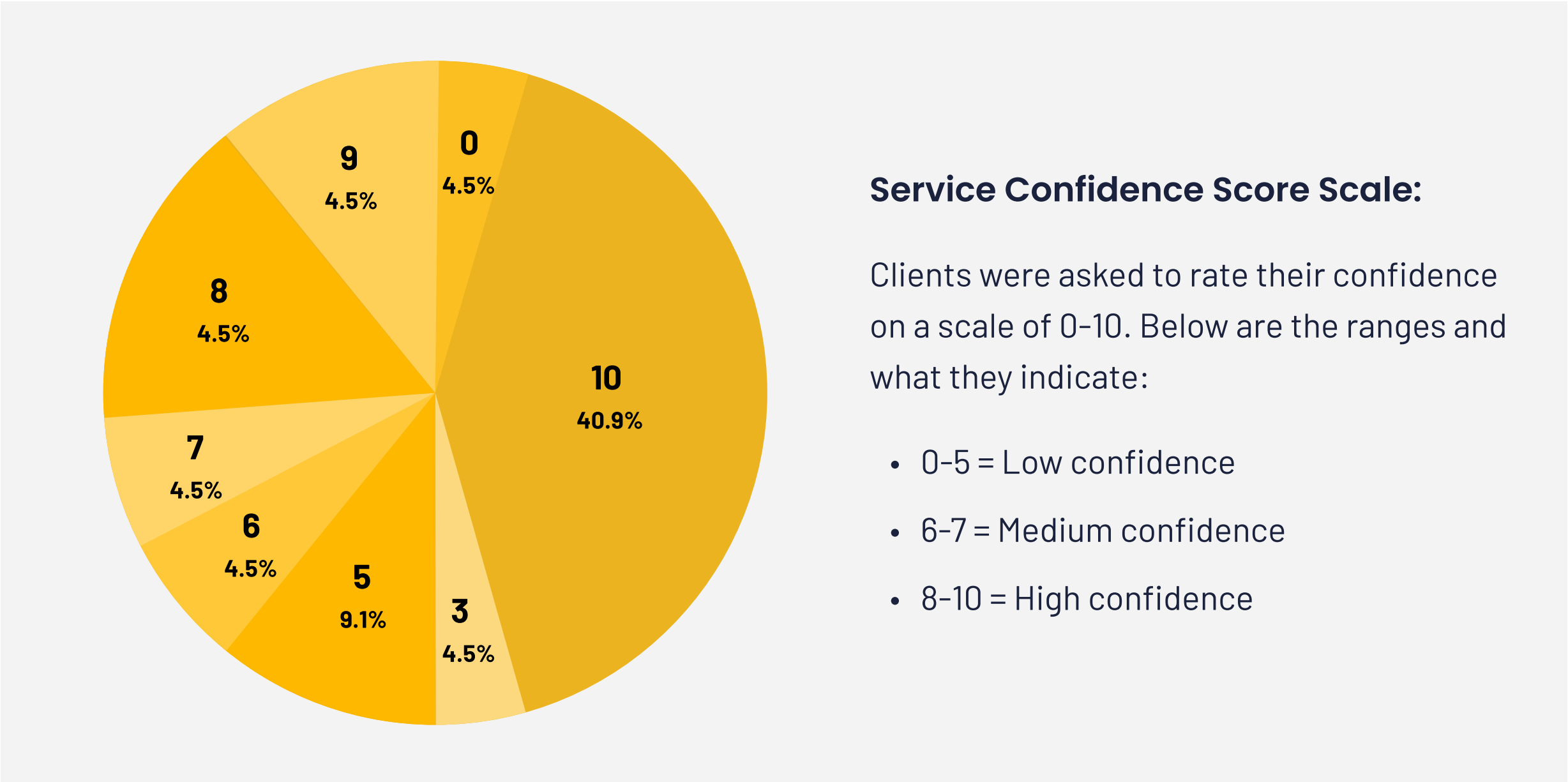
2024 Satisfaction Report:

71%

of Clients indicate a high level of confidence in our technology roadmapping and strategy services

2025 Satisfaction Report:

72.7%

of Clients indicate a high level of confidence in our technology roadmapping and strategy services

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

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:

- Strategy from Leverage is sound. The gap is on our end in procurement, on the mend now
- We do want to look into how AI can help us better streamline our processes or be more efficient.

Survey Results: Your Feedback & Future Improvements

We're pleased to see growing Client confidence in our technology roadmapping and strategy service, increasing from 71% in 2024 to 72.7% in 2025. While we expect slight fluctuations in survey results from year to year, this modest increase reaffirms that our focus on strategic IT planning, business alignment, and technology guidance is on the right track.

One of the biggest areas of Client interest this year has been AI integration—and we're actively evolving our consulting capabilities to meet this demand. Our engineering team already leverages AI-powered tools daily to enhance IT support and security, and we're continuously evaluating emerging AI technologies to provide Clients with the best insights and recommendations.

We remain committed to improving our technology strategy consulting to ensure every Client has a clear, forward-thinking roadmap that maximizes ROI on IT investments. As AI and other emerging technologies continue to reshape industries, we're here to guide you through smart, strategic adoption.
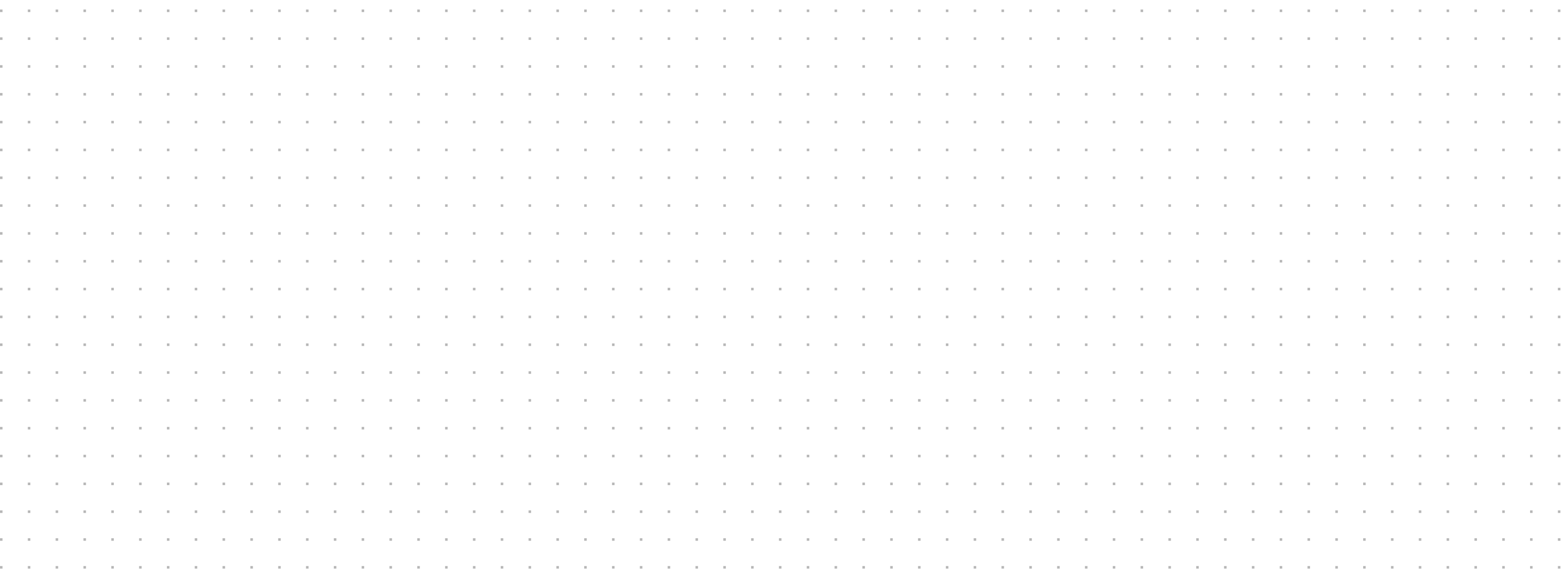
Business Applications

Make Smart Software Decisions. Prevent Costly Rollouts.

It's easy to get caught up in the excitement of new technology. You see a promising solution at a conference or get a glowing recommendation from a peer, so you make the purchase. After all, the software promised seamless collaboration. What could go wrong? But soon, reality sets in…the software doesn't integrate properly, employees push back, and what seemed like a simple rollout drags out into a costly mess.

A Strategic Selection Process Avoids Expensive Mistakes

Choosing the right application isn't just about features—it's about fit. Before committing, businesses should ask:

- Will this integrate with our existing tools and workflows?
- Does it align with our long-term strategy?
- How much training and change management will be required?
- Who will oversee implementation and ongoing maintenance?

Too often, businesses rush into new applications without fully considering their downstream impact. But a misstep early on can have long-term consequences, from higher IT overhead and training costs to reduced efficiency and employee frustration.

Get It Right the First Time

A well-planned implementation ensures minimal disruption and maximum return on investment. When done right, business applications don't just support your operations but also empower your people, streamline workflows, and drive sustainable growth.
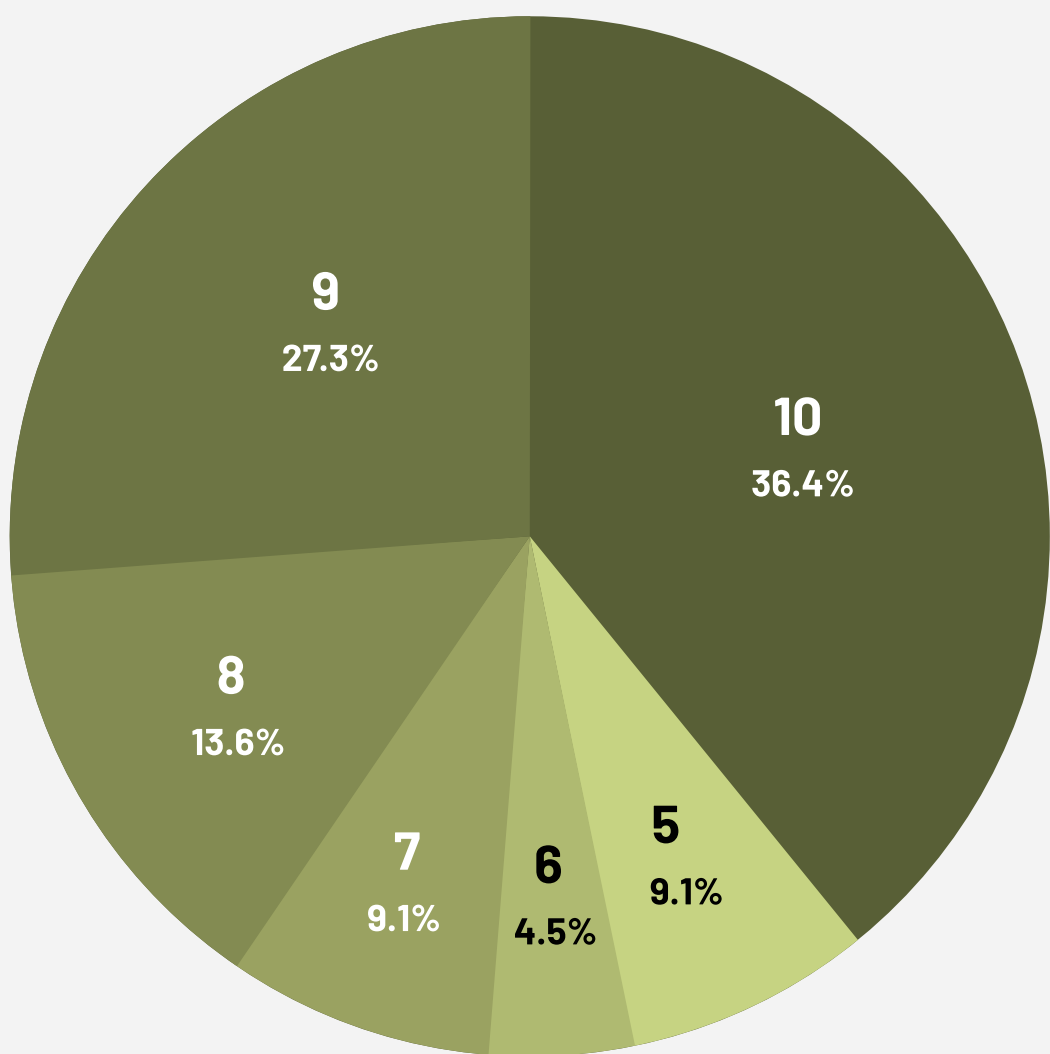
2024 Satisfaction Report:

62%

of Clients indicate a high level of confidence in our business applications services.

2025 Satisfaction Report:

77.3%

of Clients indicate a high level of confidence in our business applications services

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

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:

- I would like to utilize more of the advanced tools to run this company.
- We do want to look into how AI can help us better streamline our processes or be more efficient.
- Most are- some are not
- We are not well organizing SharePoint folders due to lack of making rules and training

Survey Results: Your Feedback & Future Improvements

We're excited to report a major increase in Client confidence in our business applications service. It's leaped 15.3%—going from 62% in 2024 to 77.3% in 2025. This is the largest improvement among all five service areas in this report and, frankly, ever in the history of our annual Satisfaction Reports.

A key driver behind this growth has been Client communication. Our Business Technology Consultant has played a pivotal role in providing our Clients clear, structured insights into how business applications drive efficiency and growth. By facilitating better discussions on software selection, implementation, and optimization, we've helped Clients make more strategic technology decisions.

While we've made great strides in improving satisfaction, Client participation in our advisement and alignment process business reviews has been a challenge. Many Clients miss or skip these meetings. We take ownership of that.

Moving forward, we're placing a stronger emphasis on the importance of these business reviews and will work to better communicate their value to Clients. Simply put, attending these meetings leads to better business outcomes. They are absolutely critical for strategy and goal alignment, helping Clients maximize ROI on their business applications.
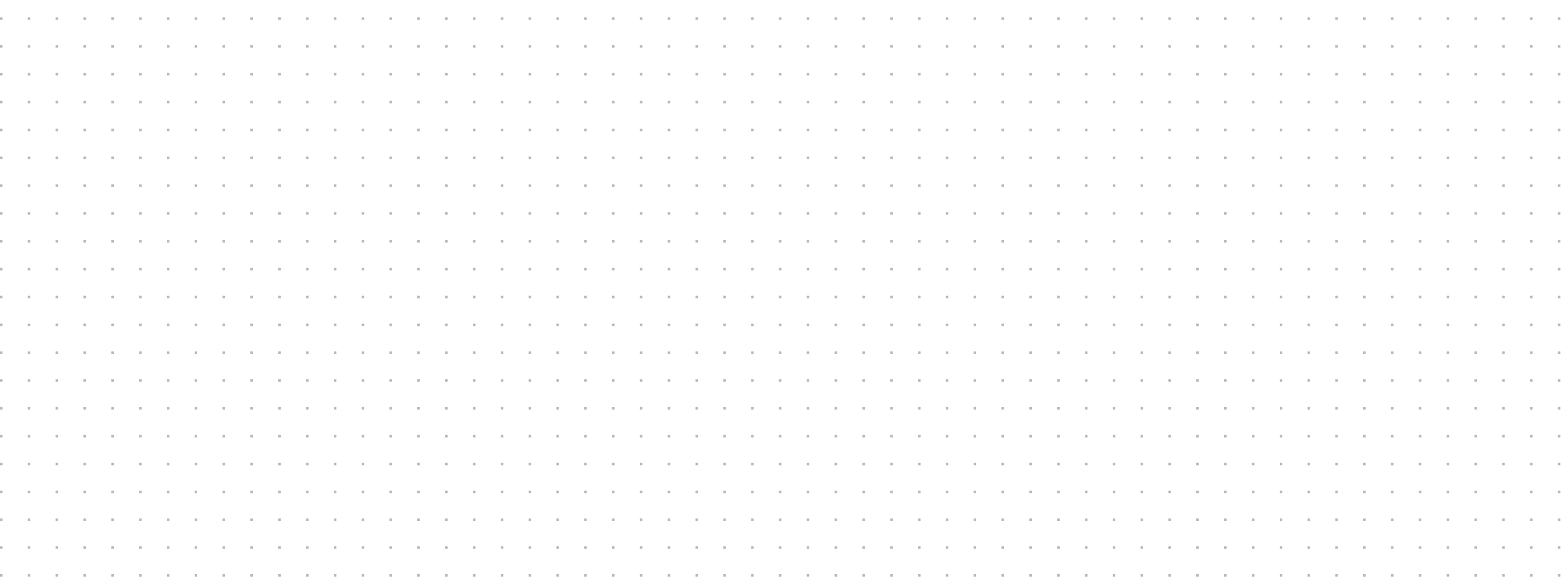
Cybersecurity

Adapting to an AI-Driven Threat Landscape

The cost of cybercrime is rising at an alarming rate. According to **Statista** [1], global cybercrime damages are projected to surge from $9.22 trillion in 2024 to nearly $14 trillion by 2028. The consequences of inadequate protection can be severe—not only could businesses face legal action and financial losses, but the reputational harm can be just as damaging. The **2024 report by international insurance group Hiscox** [2] revealed that 43% of companies that experienced cyberattacks lost existing customers as a result. And with the advent of AI, attacks have become more sophisticated and harder to detect.

AI Is a Game Changer for Cybercriminals

AI isn't just transforming business operations—it's reshaping cybercrime. Hackers now use AI-powered tools to generate convincing phishing emails, crack passwords at unprecedented speeds, and automate large-scale attacks with minimal effort.

AI language models (similar to ChatGPT) allow cybercriminals to impersonate brands and individuals with near-perfect accuracy, making traditional email filtering and human intuition far less reliable. Making matters worse, deepfake and voice cloning technology have spawned elaborate social engineering scams that can be incredibly difficult to detect.

The reality? It's getting harder to distinguish real from fake. And, unfortunately, the problem is only getting worse. That's why having multiple security layers and a human-led Security Operations Center (SOC) team—which we introduced to all paid cybersecurity plans in 2025—is more critical than ever.

The Power of Layered Security and a Human-Led Defense

Cybersecurity isn't about a single solution. It's about layers. No single tool or software can block every threat, which is why layered security is essential. By combining multiple protective measures—such as firewalls, endpoint detection, continuous vulnerability management, and real-time monitoring—businesses create multiple barriers that make it significantly harder for attackers to break through.

But even the best security platforms need human oversight. When a cybersecurity system flags an anomaly, a real security expert must investigate the threat, determine its legitimacy, and take action if necessary. Without human analysis, automated systems can misidentify threats, leading to unnecessary disruptions or real threats slipping through the cracks.

That's why at Leverage IT, we combine advanced security layers with human expertise. This hybrid approach provides you the most comprehensive protection, safeguarding your critical business operations, reputation, and peace of mind.
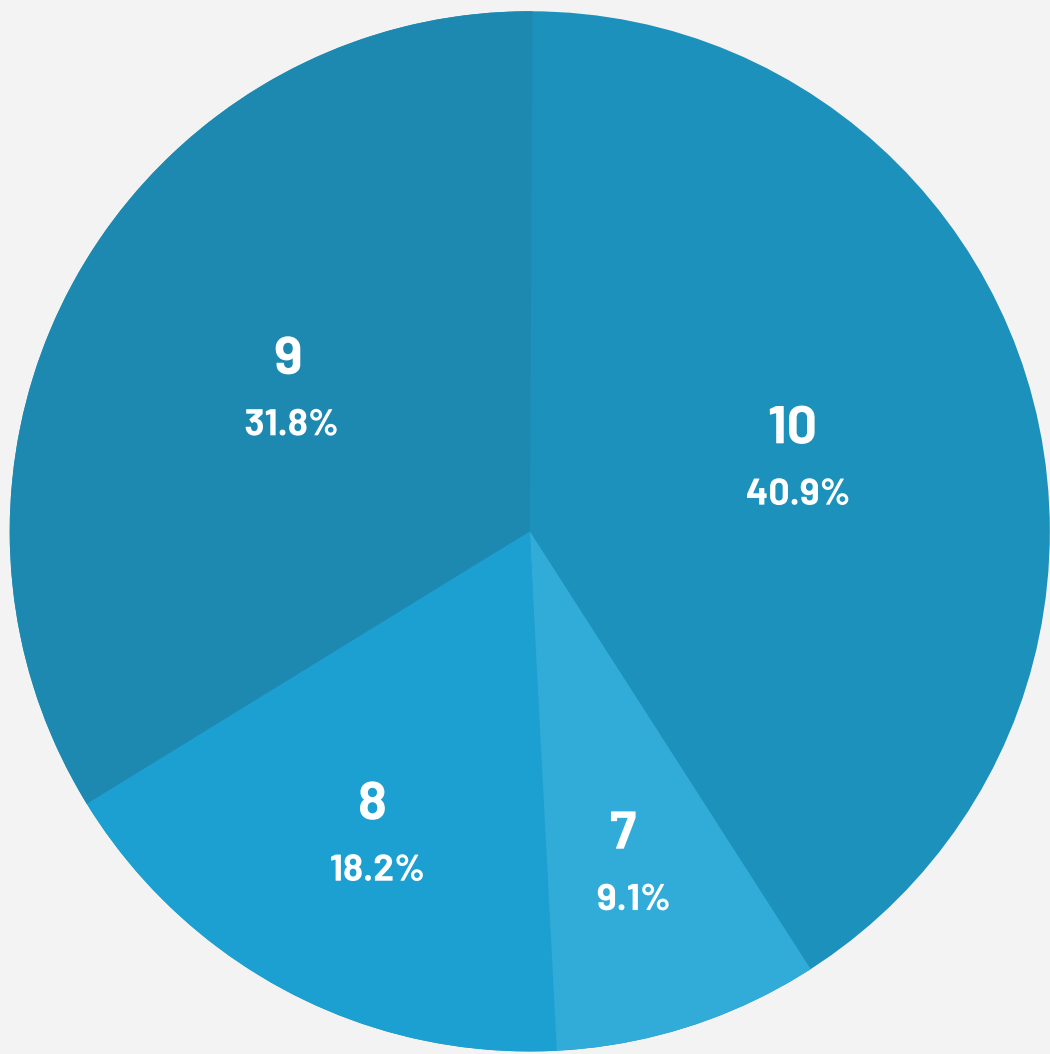
2024 Satisfaction Report:

76%

of Clients indicate a high level of confidence in our cybersecurity services.

2025 Satisfaction Report:

90.9%

of Clients indicate a high level of confidence in our cybersecurity services.

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

Pie chart:
- 10 — 40.9%
- 9 — 31.8%
- 8 — 18.2%
- 7 — 9.1%

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

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:

- Yes we have concerns about phishing
- Giving you an "8" here is more about all the malicious folks and less about you.
- No

Survey Results: Your Feedback & Future Improvements

We're proud to see a significant increase in Client confidence in our cybersecurity services, rising from 76% in 2024 to 90.9% in 2025. This 14.9% surge marks the second largest satisfaction increase in this year's survey—a reflection of our dedicated team and continued investment in advanced cybersecurity solutions. We couldn't be happier. With cybersecurity threats evolving rapidly in the age of AI, we're thrilled Clients recognize our commitment to providing them the best protection against these emerging threats.

One of the most impactful improvements we've made is introducing basic Security Information & Event Management (SIEM) services for all Clients, along with the implementation of a dedicated Security Operations Center (SOC).

SOC is the human led part of your cybersecurity protection. When our SOC team notices any suspicious activity in your IT network, they investigate and quickly resolve any issues. Each week, we process hundreds of SOC tickets as we search for signs of compromise. With our cybersecurity experts now monitoring your IT environments in real-time, analyzing security events, and responding swiftly to potential threats, we've significantly strengthened our ability to detect and neutralize risks before they escalate.

Additionally, we've introduced our Advanced Security Platform (ASP)—a three-tiered cybersecurity solution that includes:

- mEDR (Managed Endpoint Detection & Response)
- 24/7 SOC
- Complete SIEM solution
- Advanced anti-phishing filtering
- And much more

With three tiers of protection available, Clients can choose the right level of security to match their unique business needs. As AI-driven cyber threats evolve at an unprecedented pace, we strongly recommend all Clients enroll in an ASP tier to stay ahead of emerging risks.

Recognizing that phishing remains one of the top cyber threats, we've retired Mailprotector and transitioned all Clients to IRONSCALES, an AI-powered anti-phishing solution offering advanced filtering and threat detection. What's more, every Client now receives quarterly phishing simulations and security awareness training, reinforcing strong cybersecurity habits across their organization. Finally, we're also expanding our security offerings, including penetration testing services and full Managed Security Service Provider (MSSP) capabilities.

Your feedback has been invaluable in shaping these improvements. By combining cutting-edge tools with human expertise, we remain committed to providing the most comprehensive cybersecurity protection possible.

Service 4

Business Technology Infrastructure

The Backbone of a High-Performing Business

Technology powers your business. But when infrastructure fails, everything grinds to a halt. Unstable networks, sluggish applications, and system crashes don't just cause frustration. They also drain productivity and erode profitability.

Your Business Runs on Its Infrastructure

Your technology infrastructure is like the foundation of a building. When it's strong, everything runs smoothly. But when it's weak, cracks begin to show—dropped video calls, lagging software, lost data, and hours of wasted time. But having a good infrastructure doesn't just prevent outages. It enables seamless collaboration among your staff, faster workflows, and a better employee experience.

Overbuilt or Underperforming? Striking the Right Balance

Many businesses fall into one of two traps: neglecting their IT infrastructure or overcomplicating it with unnecessary bloat. The best approach? A streamlined, well-designed infrastructure tailored to your actual requirements. In other words, it fulfills your organization's needs and nothing more.

With proactive management of your infrastructure and the right technology strategy, you can eliminate disruptions and fuel business growth—rather than slow it down.

2024 Satisfaction Report:

76%

of Clients indicate a high level of confidence in our business technology infrastructure services.

2025 Satisfaction Report:

86.4%

of Clients indicate a high level of confidence in our business technology infrastructure services.

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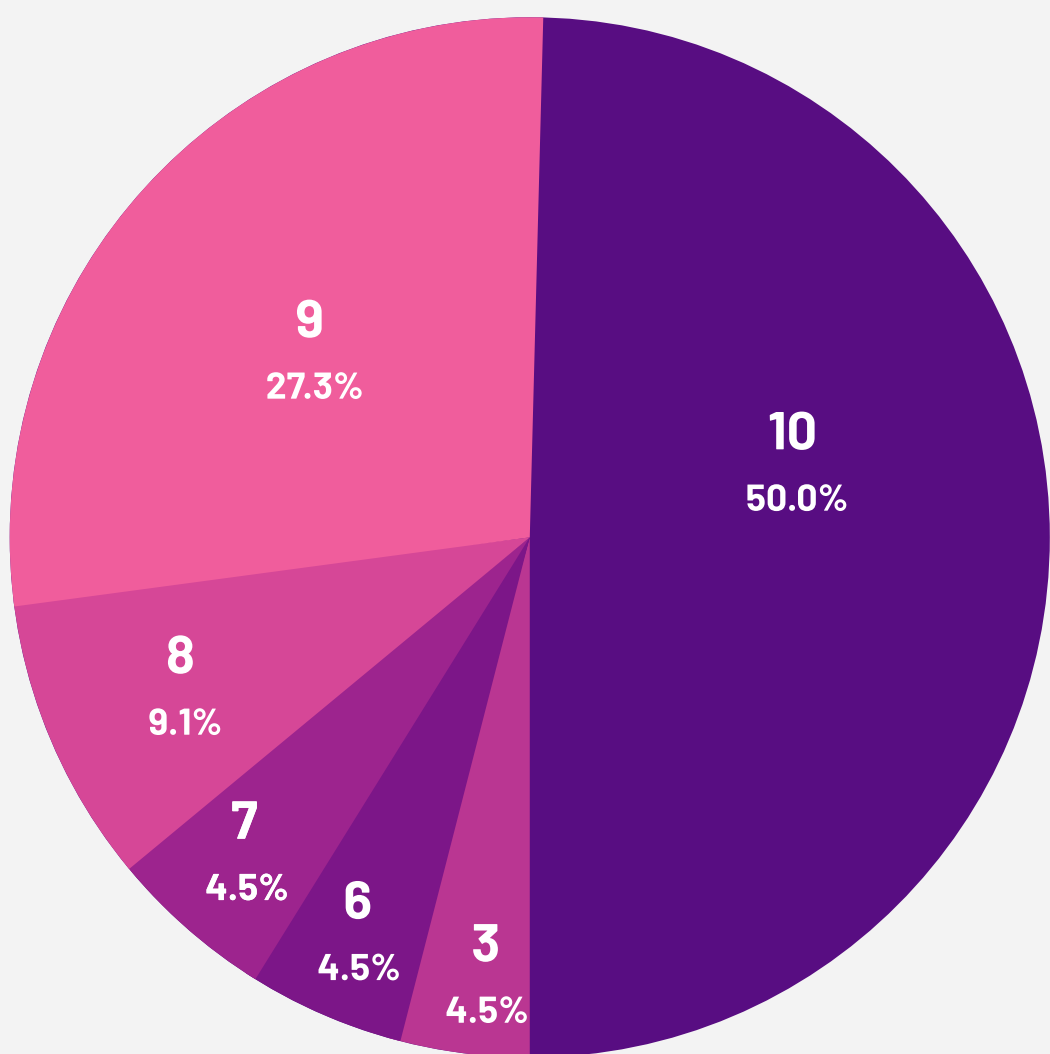
Service Confidence Score Scale:

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

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:

- We just need to catch up with procurement.
- We still need to go over new employee computer setups and what they should look like.
- "So far we are OK but we need consider"
- No

Survey Results: Your Feedback & Future Improvements

Client confidence in our business technology infrastructure service has risen significantly over the past year, going from 76% in 2024 to 86.4% this year. The 10.4% increase in satisfaction reflects the improvements we've made in our tools, processes, and Client engagement strategies.

One of the biggest drivers behind this jump has been our refined approach to Client communication and infrastructure planning. With the introduction of a dedicated Business Technology Consultant, we've revised our advisement and alignment process business reviews to help our Clients better align their infrastructure decisions with long-term business goals. Armed with deeper insights, Clients are making more strategic decisions about scalability, efficiency, and modernization.

A continued trend we've observed is the ongoing shift from on-premise servers to fully cloud-managed environments. More Clients are adopting Microsoft Intune and other cloud-based solutions for remote work capabilities and operational flexibility. We couldn't be happier. We've seen the benefits of cloud computing within our own organization and are excited to see our own Clients taking advantage of this revolutionary technology.
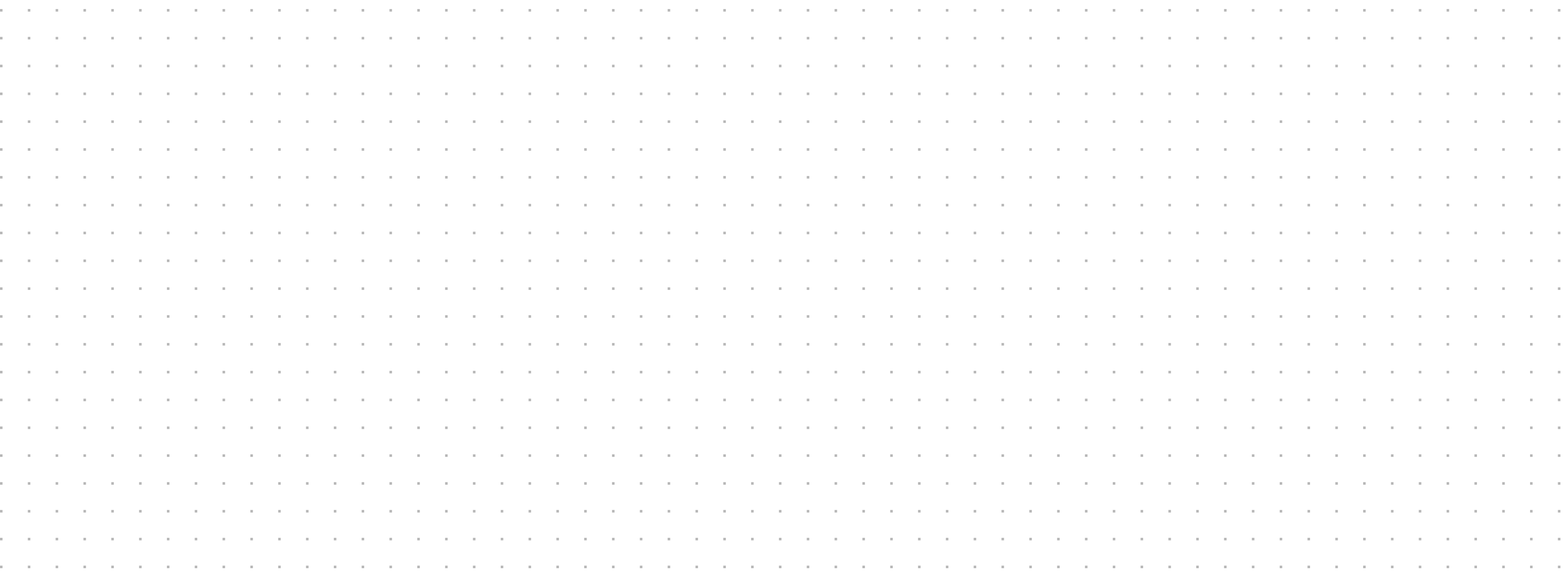
Data Protection and Business Continuity

The High Price of Data Loss

Your business runs on data—contracts, financial reports, customer records, project details. But what happens when it's suddenly gone? A system failure or simple human error can wipe out years of critical information in an instant. The result? Lost revenue, stalled operations, regulatory trouble, and even a hit to your company's reputation.

Can Your Business Afford the Cost of Data Loss?

The truth is, data loss isn't just an IT problem. It can have far reaching ramifications on your entire business. Without access to key files, the delays and downtime could compound fast. Your employees may not be able to do their jobs, customer orders could fall behind, and financial reporting could come to a standstill. And the price of all this turmoil?

Data breaches alone cost businesses an average of $4.88 million [3]. But breaches aren't the only threat. A server crash or accidental file deletion by an employee can be just as catastrophic. Data loss doesn't discriminate—when critical information disappears, your whole business is thrown into chaos.

Data Protection Starts Before Disaster Strikes

A strong business continuity plan isn't just a reactionary measure to disasters. Instead, it prevents them from becoming business-threatening events. By implementing automated backups, failover systems, and rapid recovery strategies, your company stays resilient in the face of disruption. And at Leverage IT, that's exactly what we do for you. We protect your data, so you can sleep soundly and never worry about, "What if?"

2024 Satisfaction Report:

87%

of Clients indicate a high level of confidence in our data protection and business continuity services.

2025 Satisfaction Report:

86.4%

of Clients indicate a high level of confidence in our data protection and business continuity service.

We asked our Clients: **"How confident are you that your business data and work files are adequately protected?"**
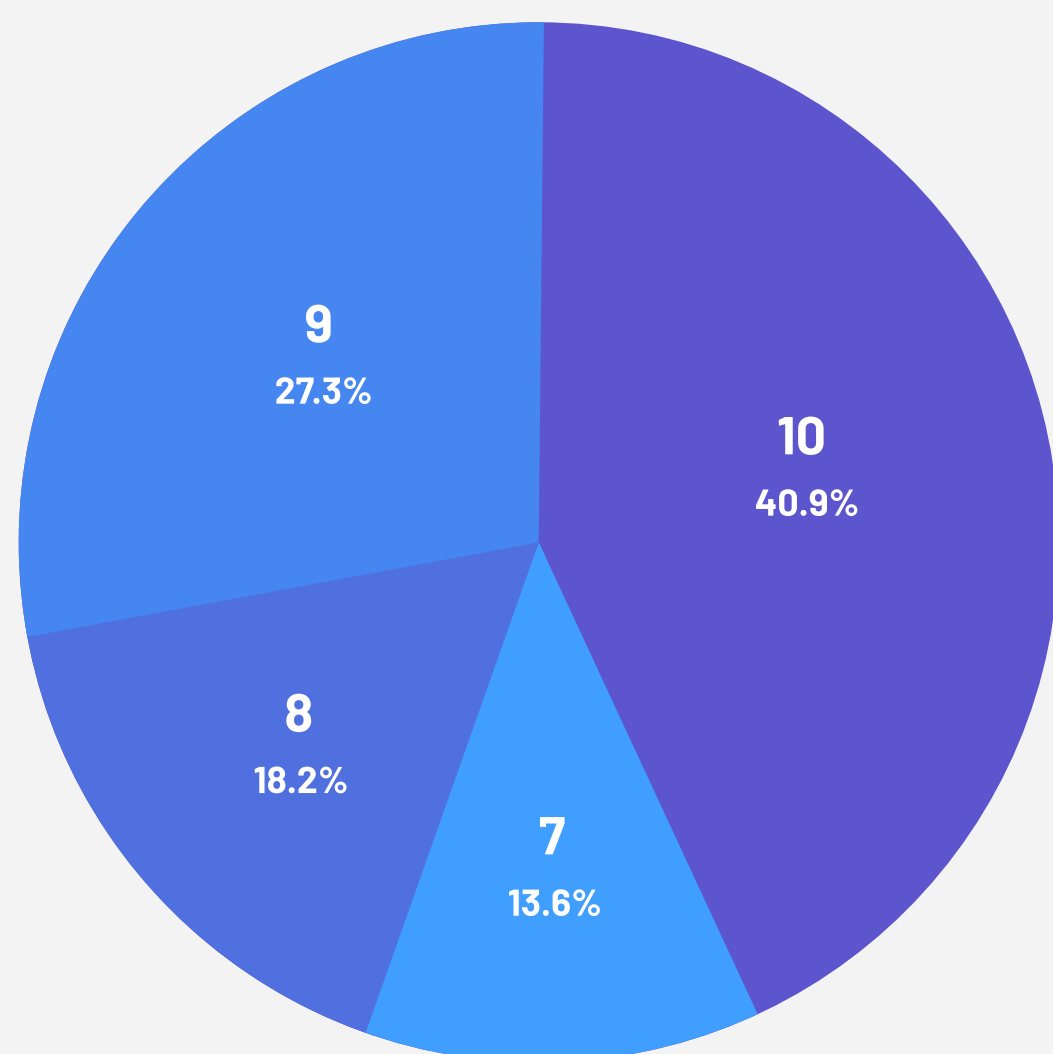
Pie chart:
- 10 — 40.9%
- 9 — 27.3%
- 8 — 18.2%
- 7 — 13.6%

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

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:

- My main issues are with 1) paper files and 2) information in old programs.
- Just that it's all a lot and we're never really sure what we're going
- no concerns so far
- Not at this time
- No

Survey Results: Your Feedback & Future Improvements

Client confidence in our data protection and business continuity service remains strong, with 86.4% of Clients expressing high confidence in 2025—closely aligning with the positive feedback we saw last year. While the slight dip from 87% in 2024 is nothing out of the ordinary, we recognize that ongoing education and communication will be key to ensuring Clients fully understand and trust their data protection strategies.

One concern from Clients is uncertainty about what is being backed up and how legacy data and paper files fit into their continuity plan. To address this, we'll be improving our communication around backup and disaster recovery processes, making it clear which systems, files, and information are protected.

A key focus this year will be further Client education. We want every Client to feel informed about their backup solutions and business continuity strategy. To make this easier, we're incorporating backup KPIs into our advisement and alignment processes. This will provide Clients with measurable insights into backup frequency, data recovery times, and overall system resilience, ensuring they have a clearer picture of how their data is safeguarded.

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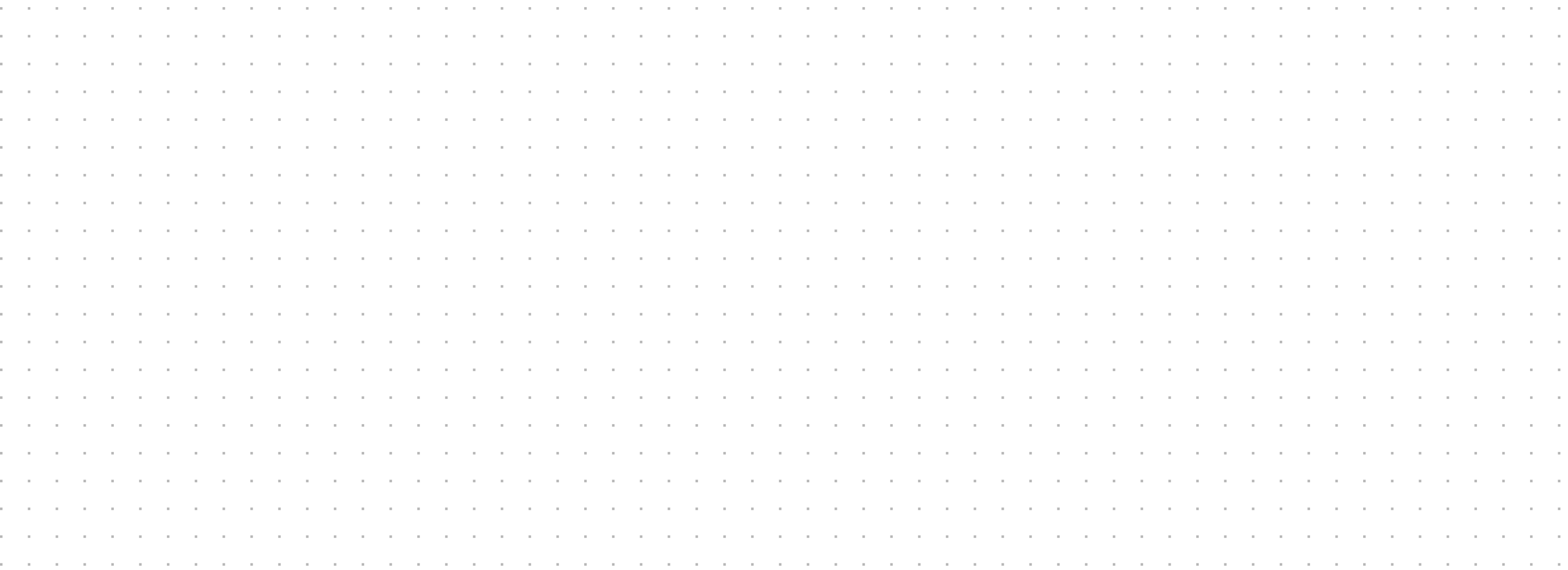
How Likely Are Our Clients to Recommend Us?

Why We Use the Net Promoter Score to 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**
- **Microsoft: 31**
- **Cisco: 38**
- **Google: 58**

- **Amazon: 61**
- **Apple: 61**
- **Netflix: 67**
- **Zoom: 72**

Knowing that net promoter scores vary by industry [4] 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 2025?

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

Net Promoter Score (NPS) Scale:

- 9-10 = Promoters
- 7-8 = Passives
- 0-6 = Detractors
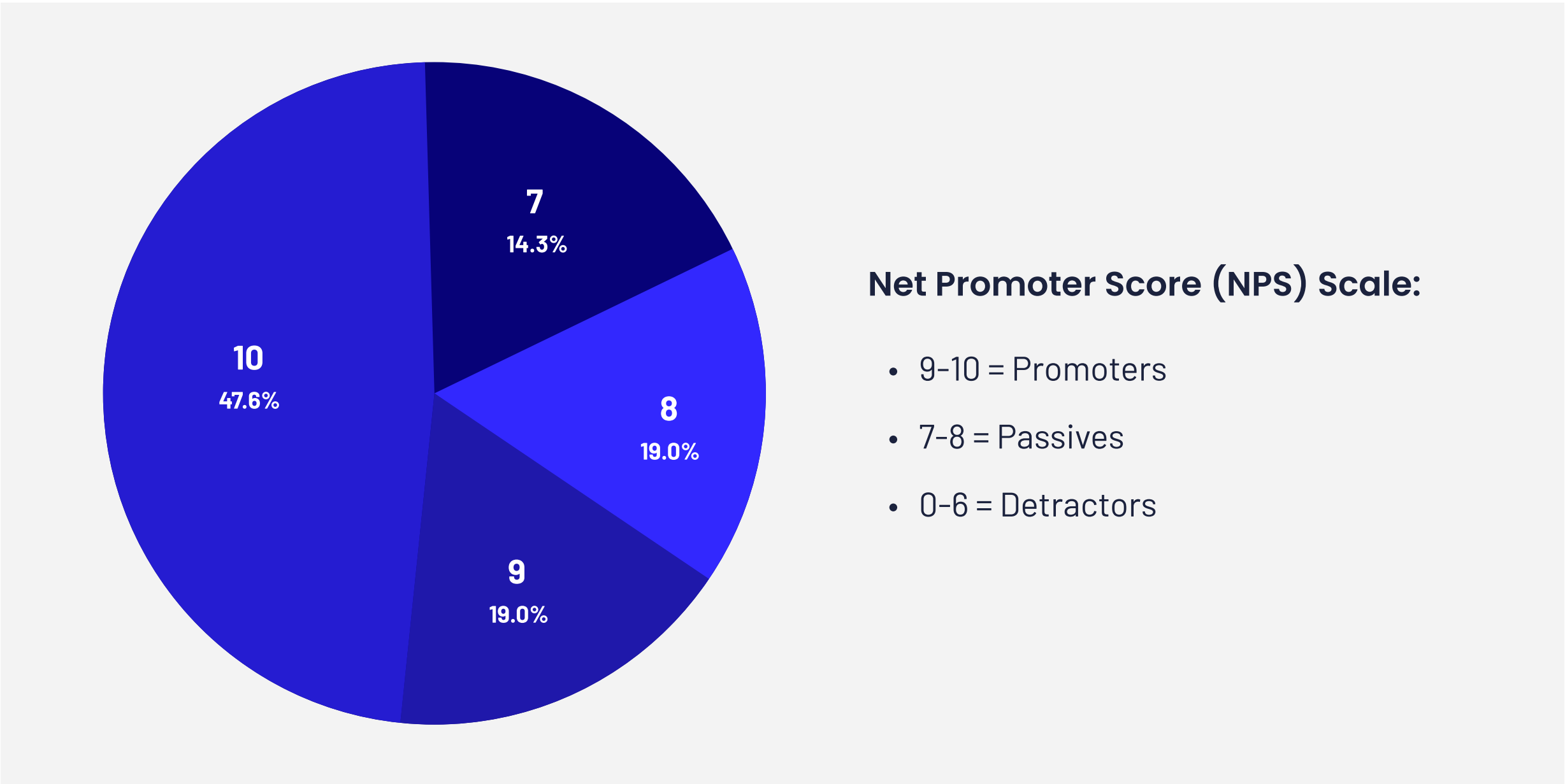
Leverage IT's NPS Score for 2025

After analyzing our Client feedback, our net promoter score for 2025 is 77.3, representing a substantial increase from our 2024 score of 66.67. This 10.6-point improvement is a testament to our ongoing commitment to delivering outstanding service.

Our 77.3 NPS not only far exceeds the IT services industry average of 40 but also outperforms major technology companies like Microsoft (31), Google (58), and Apple (61). This exceptional result places us in the same league as customer service leaders like Netflix (67) and Zoom (72).

While we're proud of this achievement, we recognize that sustaining this level of excellence requires ongoing dedication and improvement. We'll continue measuring and sharing our NPS with you to ensure we uphold the highest standards and keep delivering the best possible experience for our Clients.

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Key Takeaways and How We Plan to Improve

Technology roadmapping and strategy

Unsurprisingly, Client demand for AI integration is on the rise. To support this shift, we're providing more AI consulting services—helping Clients understand where this revolutionary technology fits into their businesses and how it can be leveraged for security, automation, and efficiency gains.

In the year ahead, we'll continue to refine our roadmapping approach to incorporate AI and other emerging technologies, ensuring every Client has a clear, forward-thinking IT strategy that positions them for long-term success.

Business applications

The increase in Client satisfaction for business applications was the largest of any service in this report's history. The improvement likely stems from better Client communication following the addition of our new Business Technology Consultant.

That said, there's still room for improvement. Low participation in advisement and alignment process business reviews remains a challenge. To address this, we're focusing on better communicating the value of these sessions and reinforcing how attending them is essential to improving business outcomes.

Cybersecurity

The introduction of basic SIEM services for all Clients, combined with real-time monitoring by our SOC analysts has significantly improved threat detection and response. This enhancement is reflected in our 14.9% increase in Client satisfaction.

Additionally, we launched our Advanced Security Platform (ASP), offering three tiers of cybersecurity protection tailored to our Clients' various business needs and budgets. And all Clients now receive quarterly phishing simulations and security awareness training.

To further strengthen security, we're transitioning into a full Managed Security Service Provider (MSSP)—a move that will provide even more advanced protection. And we're also recommending that all Clients enroll in one of the ASP tiers.

Business technology infrastructure

The 10.4% jump we saw in Client satisfaction for this service was likely driven by the addition of our new Business Technology Consultant (BTC). Our BTC has refined our advisement and alignment process business reviews, providing Clients with clearer insights into their infrastructure needs and how they align with long-term business goals. As a result, Clients are making more informed decisions about scalability, efficiency, and modernization.

The adoption of cloud computing among our Clients has continued this year, and we're actively encouraging this shift. Looking ahead, we plan to continue to standardize and optimize infrastructure planning and implementation, including the process of setting up new employee computers for Clients.

Data protection and business continuity

Client confidence in our data protection and business continuity service dipped slightly from last year but remains strong. Feedback reveals an opportunity for us to improve transparency and communication around how data is backed up and protected. Some Clients are unsure of how legacy data, paper files, and older programs fit into their continuity plan—highlighting a need for clearer guidance.

To address this, we're enhancing Client education and communication to help our Clients understand what is protected, how often backups occur, and how data recovery works in practice. A key improvement this year will be the introduction of backup KPIs into our advisement and alignment processes. This will provide Clients measurable insights into their backup frequency, data recovery times, and overall system resilience.

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Conclusion: Service Improvements Coming in 2025

As evident by our net promoter score of 77.3, Clients are overall happy with our service. That said, we are always looking to improve. Here's how we plan to continue improving throughout 2025:

- **AI integration into Clients' businesses:** Our Clients have a growing interest in AI use for their businesses, and we're excited about this technology at Leverage IT. Moving forward, we'll be providing more consulting to Clients on how to integrate AI into their businesses and the possibilities it brings in terms of automation, analytics, and decision-making. We'll also continue to integrate it into our own services. For example, this past year, we implemented an AI-enhanced call center to monitor the tone and satisfaction of all support calls with engineers, creating a better Client experience.

- **Improved communication and more Client education:** While our communication with Clients played a key role in this year's NPS score increase, we know there's still room for improvement. With that said, we'll be working on better communicating the importance of advisement and alignment process business reviews. Additionally, we'll continue to educate Clients about the ins and outs of our services, particularly in how our data protection and business continuity service works, as well as the different tiers of our new ASP cybersecurity service.

- **Better capture of Client feedback:** As our Clients are at the heart of our business, we want to ensure we're collecting their feedback effectively. To do this, we'll be refining the process of how we capture Client feedback so we can gain deeper insights into where we can improve.

We hope this report has provided valuable insights into how we're evolving to serve you better. As always, we welcome your thoughts—if there's anything you'd like to see in next year's report or any way we can improve, don't hesitate to let us know.

At Leverage IT, we're committed to listening, adapting, and delivering the best possible IT solutions for your business. Thank you for your continued trust. We look forward to another year of growth together.

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Additional Resources

- **Anna Fleck, "Cybercrime Expected To Skyrocket in Coming Years," Statista, Feb 22, 2024.**
  https://www.statista.com/chart/28878/expected-cost-of-cybercrime-until-2027/

- **Hiscox Cyber Readiness Report 2024 (Hiscox, 2024)**
  https://www.hiscoxgroup.com/sites/group/files/documents/2024-10/HSX245%20%E2%80%93%20%202024%20CRR.pdf

- **Cost of a Data Breach Report 2024 (IBM, 2024)**
  https://www.ibm.com/reports/data-breach

- **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

Strategic technology decisions do more than just cut costs.

They create opportunities.

Whether that's boosting your staff productivity with streamlined workflows or unlocking new efficiencies in your daily operations, a smart IT strategy gives your business a competitive edge. At Leverage IT, we help companies like yours optimize their technology, so you can focus on growing your business—not IT headaches.

Want to get more from your technology?

Book a call using the link below, or email me directly at eric.baryol@leverageitc.com.

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