

CASE STUDY



Fleet Response

PROJECT

CSP - Cloud Solutions Provider

OVERVIEW

Fleet Response, a company specializing in maintaining and managing fleets of vehicles for various services, sought to leverage their Microsoft 365 licensing more effectively. This engagement was part of Improving's CSP (Cloud Solution Provider) offering, aimed at providing enhanced support and added value to their existing Microsoft 365 capabilities. The project focused on establishing a relationship with Fleet Response, offering ongoing support, insights, and strategic guidance for Microsoft-related licensing and technologies.

BUSINESS PROBLEM

Fleet Response was obtaining their Microsoft 365 licenses directly from Microsoft, which offered no additional benefits or value other than the licenses themselves. The company needed a solution that provided the same level of capability with added benefits and value. They sought a partner who could offer superior support, educational materials, and strategic guidance, which were not available through their direct relationship with Microsoft.

OUR APPROACH

Improving approached this challenge by offering Fleet Response our CSP services, which included enhanced support and additional benefits at no extra cost. Our goal was to establish a strong, ongoing relationship with Fleet Response, becoming their trusted advisor in the Microsoft ecosystem. We provided them with regular advisory hours, educational materials, and insights into Microsoft technologies, ensuring they could maximize the value of their Microsoft 365 licenses while maintaining a close partnership for continuous improvement and support.

BUSINESS BENEFITS

- **Enhanced Support:** Fleet Response received superior support through Improving's CSP offering compared to direct Microsoft support.
- **Cost-Effective Solutions:** Additional capabilities and benefits were provided at no extra cost, matching the price of direct Microsoft licensing.

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- **Educational Resources:** Access to tailored educational materials helped upskill Fleet Response's team.
- **Strategic Guidance:** Regular advisory hours allowed Fleet Response to gain strategic insights and advice on Microsoft technologies.
- **Increased Opportunities:** The strong relationship fostered multiple points of contact and additional project opportunities beyond the CSP scope.
- **Trusted Partnership:** Fleet Response viewed Improving as their preferred partner for all Microsoft-related needs, leading to further collaboration and referrals.

TECHNOLOGIES AND METHODOLOGIES USED

- **Microsoft 365:** Core technology for licensing and capabilities.
- **Regular Checkpoints:** Monthly advisory hours to provide ongoing strategic guidance.
- **Educational Materials:** Custom resources focused on upskilling and technology insights.
- **Relationship Management:** Continuous engagement to understand client needs and drive additional opportunities.

PARTNERSHIPS

The primary partnership involved in this solution was with Microsoft, as Fleet Response's licensing and support needs were centered around Microsoft 365. Improving acted as a conduit between Fleet Response and Microsoft, ensuring seamless support and back-end changes when necessary. This close collaboration with Microsoft's account team was crucial for the success of our CSP efforts and allowed us to maintain a robust and productive relationship with Fleet Response.

LESSONS LEARNED

1. **Deep Technical Knowledge:** Understanding complex environments can push internal teams to deepen their technical expertise.
2. **Value-Added Services:** Providing additional benefits at no extra cost can significantly enhance client satisfaction and loyalty.
3. **Strategic Partnerships:** Close collaboration with key partners like Microsoft is essential for delivering comprehensive solutions.
4. **Client Relationships:** Building strong, ongoing relationships can lead to increased opportunities and referrals.

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5. **Continuous Engagement:** Regular touchpoints and advisory hours help maintain a pulse on client needs and drive long-term success.
6. **Flexibility and Adaptability:** Being responsive to client challenges and evolving needs is critical for maintaining a trusted advisor role.

CONCLUSION

The Fleet Response CSP case study highlights the value of Improving's CSP offering in transforming how clients leverage their Microsoft 365 licenses. By providing enhanced support, strategic guidance, and additional benefits at no extra cost, we established a strong, ongoing partnership with Fleet Response. This relationship has not only resolved their initial business problem but has also opened doors to multiple opportunities and further collaboration. Improving's approach demonstrates our commitment to delivering value-added services and changing the perception of IT professionals, positioning us as a trusted partner for our clients' long-term success.

GET STARTED

Learn more about how Improving can help you get started by contacting us today at sales@improving.com