



MSP Cuts Costs and Transforms the Customer Experience



Customer Overview

The Managed Services Provider (MSP) empowers enterprises and multi-locations businesses to take control of their wireless and wireline telecom connectivity expenses and IT/telecom infrastructure. They also provide critical cybersecurity measure to keep corporate data and devices safe.

Industries Served

QSR | Retail | Automotive | Property Management | Healthcare | Senior Living | Financial Services
Manufacturing | Distribution

Locations 50,000+



The Problem

The MSP relied on a combination of off-the-shelf monitoring software and OEM portals to manage network connectivity and control telecom expenses. However, these tools lacked a unified dashboard, which led to operational inefficiencies. The helpdesk team was overwhelmed by alert fatigue, struggling to address customer issues promptly amid a flood of notifications.



Our Solution

Recognizing the need for a comprehensive solution, the MSP partnered with White Label Communications to tailor a solution to their unique requirements. By leveraging Atlas Aware, the MSP gained a new level of observability, ensuring that actionable information reached the right team to expedite issue resolution.

- Atlas Aware reduced ticket volume and eliminated the overwhelming influx experienced with their prior network monitoring tool. This empowered the MSP to proactively solve issues and significantly reduce mean time to resolution (MTTR).
- With Atlas Aware, the MSP could identify cellular performance and usage at locations using LTE. With this information, they could effectively address issues and minimize costly overage fees.
- Through chronic issue reporting, Atlas Aware identified locations with recurring problems, allowing the MSP to tackle the root causes and mitigate location-based performance issues.



The Results + Benefits

70%
Ticket
reduction

75%
MTTR reduction
(to less than 4 hours)

10x
Improved customer
satisfaction

\$250k
Reduction in overage
charges

"Atlas Aware has improved our clients' experiences and reduced friction between our ops teams by providing visibility and intelligence into our customer networks. WLC's hyper focus on solving our business problem, coupled with their exceptional people, has allowed us to create additional value for our customers."

— EVP of Technology at Managed Services Provider



WHITE LABEL
COMMUNICATIONS