

Microsoft CSPs: Reduce Churn, Accelerate Growth with US Cloud Support

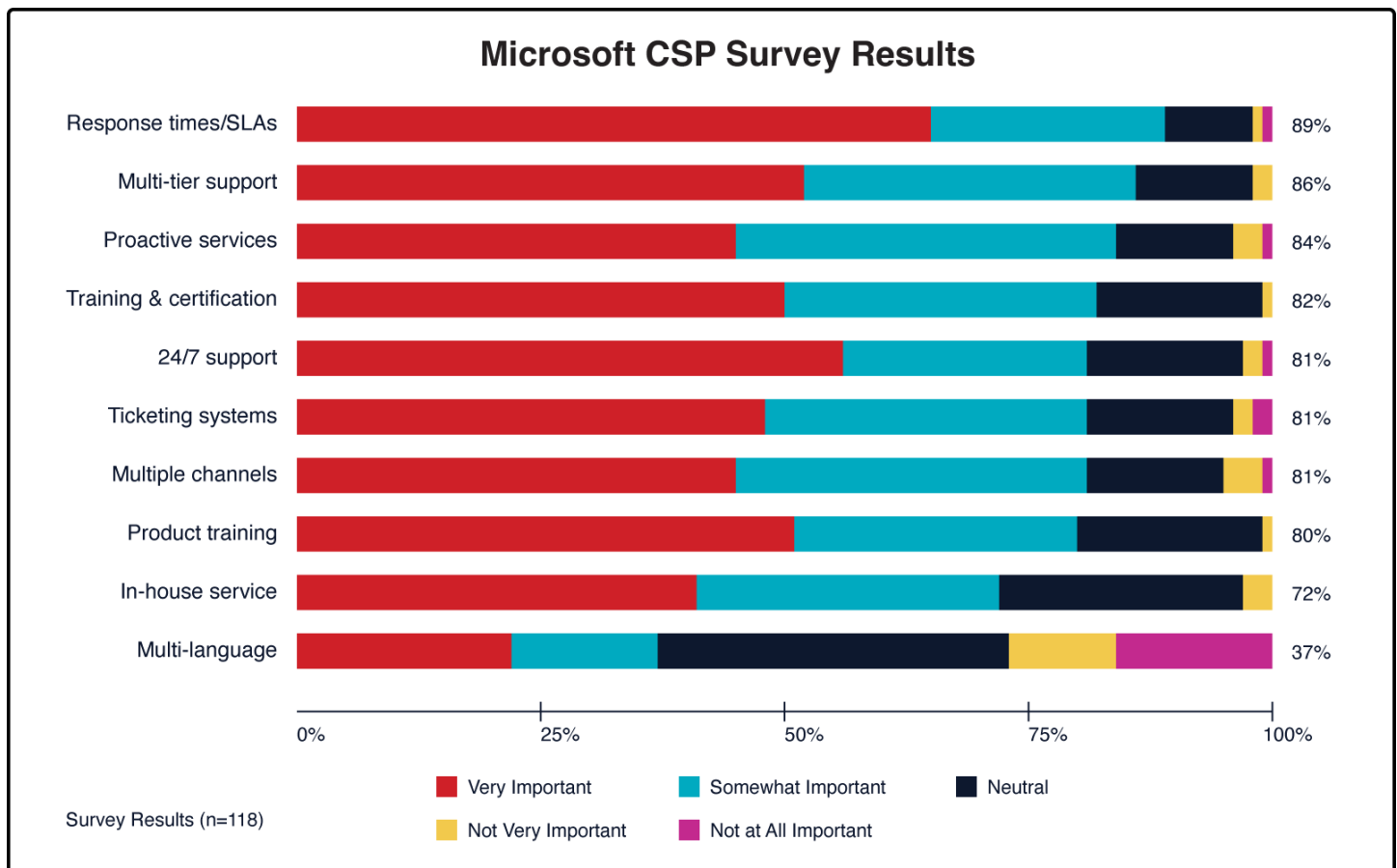
When it comes to support from a Microsoft Cloud Solution Provider (CSP), overall experience directly impacts customer loyalty, partner performance scores, and longterm profitability. US Cloud helps you deliver faster, more reliable support—so you can retain more customers and grow with confidence.

CSP Churn is a Growth Killer

The **US Cloud Proof of Concept (POC)** trial is a low-risk, full-access introduction to our third-party Microsoft support. It's designed to let your team experience our responsiveness, technical depth, and service quality before making a long-term commitment.

Support SLAs Matter Most

According to **research from Microsoft**, response time SLAs are the top support priority for CSP customers. US Cloud delivers a 15 minute SLA with an average realtime response of just over 3 minutes.



How US Cloud Helps CSPs Win:

- ▮ **Builds Trust:** Fast responses show customers they matter.
- ▮ **Sets Partners Apart:** Strong SLAs distinguish top CSPs.
- ▮ **Meets Microsoft Standards:** Aligns with capability and support goals.
- ▮ **Lowers Churn:** Fast support drives loyalty.
- ▮ **Boosts Adoption:** Timely help speeds digital transformation.

Benefits for CSP Clients:

- ▮ 24/7 global access to expert support
- ▮ Greater satisfaction and trust
- ▮ Confidence in choosing the right Microsoft partner



Escalate Less, Retain More

“Escalating fewer tickets to Microsoft dramatically reduces churn.”

Chad Rust, CTO, Parex

Added Value: New Revenue Stream

Offer US Cloud as a Unified Support alternative to your larger clients. Save them 30–50%— and earn margin— while enabling greater licensing potential with your CSP.

Support Concern	Questions to Ask Support Provider	Support Skill Checklist
Support Category	Is support more than just reactive?	<ul style="list-style-type: none"> ▮ Reactive Technical Support ▮ Billing (Subscription) Support ▮ Proactive Support
Delivery Model	How can customers reach support?	<ul style="list-style-type: none"> ▮ Phone ▮ Web ▮ Chat
Support Process	Is their support process mature?	<ul style="list-style-type: none"> ▮ MultiTier Support (L1, L2, L3) ▮ Escalation Review ▮ Quality Management
Support Readiness/ Certification	What training is required for support staff?	<ul style="list-style-type: none"> ▮ Internal Training ▮ Internal Certification ▮ External Training ▮ External Certification
Support Management	Do they have enough resources for timely, quality support?	<ul style="list-style-type: none"> ▮ Support Queue Managers ▮ Knowledge Base Content Manager ▮ Process Managers (ITIL) ▮ Solution Managers (ITIL)
Support Scope	How robust is their support infrastructure?	<ul style="list-style-type: none"> ▮ Global Support (in Multiple Languages) ▮ 24x7 Case Intake ▮ 24x7 Case Management ▮ Account Management
Tooling	Do they have the tools for world-class support?	<ul style="list-style-type: none"> ▮ Ticketing Tracking System ▮ Ticketing Reporting System ▮ Knowledge Management System ▮ Chat / Phone / IM Platform