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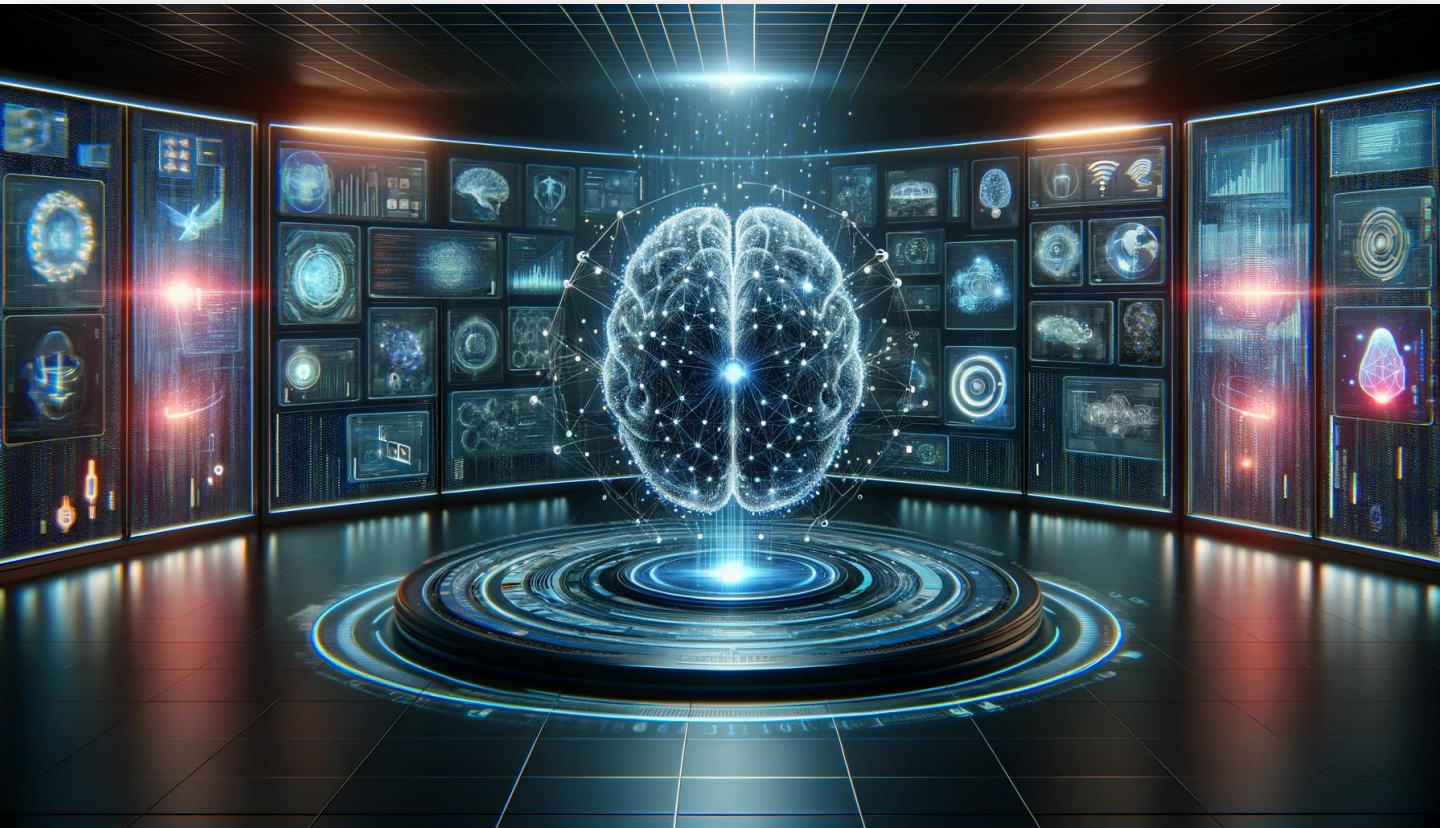
2024 MSP AI Guide

AI Tools to Increase Productivity Today

Artificial intelligence isn't hype. MSPs and channel vendors are actively leveraging AI to transform the business landscape.

In this guide, you'll learn AI trends and best practices from our experts and audience.

IT Service Providers are Benefiting from AI <u>today</u>. Are you?

- AI speeds up business and technology decision making.
- AI boosts HR efficiency by identifying "best fit" candidates.
- AI enhances service delivery operations and predicts new business needs.
- AI ensures high customer satisfaction with smart chat and ticket routing.
- AI creates professional quality, on-demand marketing collateral.
- AI has vast, untapped potential for automation, data analysis, and much more.

<u>Stay up to date on how AI can improve your business at this link.</u>

How AI Tools like ChatGPT Can Benefit MSPs in IT Management and Collaboration

1. Reducing the Burden on Service Desk Staff

- AI can save a significant amount of time and money by automating repetitive and common activities like scheduling, task creation, task resets, and simple troubleshooting.

- AI tools can help MSPs predict IT issues before they occur. This leads to less downtime caused by IT maintenance and helps prevent service disruptions.

2. Streamlining Customer Service

- AI platforms are becoming increasingly integrated into UCC solutions. MSPs can take advantage of these technological advances to transform customer service.

- AI serves as a supplement to human agents, handling basic questions and directing users to key resources. This frees up customer care teams to prioritize more complex customer needs.

3. Improving Team Collaboration

- AI tools can gather information from internal systems like email, chat, and internal databases, and then automate simple tasks. With quick access to the information they need, workers can collaborate more effectively.

- Team members can leverage AI to aid in brainstorming sessions. When these solutions are widely available but also wisely governed from a security perspective, they can safely fuel collaborative creativity.

Small businesses are often risk averse and change resistant.

But failing to master new technologies is a one-way ticket to obscurity.

The top MSPs are testing and implementing generative AI technologies to enhance internal and client efficiency.

That includes both IT management and unified communications and collaboration (UCC) technologies and tools.

Read more on this topic.

MSPs Can Turn the Tide Against AI-based Cyberattacks with ITDR and DCI

The Rising Threat Landscape

- Unlike traditional phishing emails composed manually by attackers, AI-generated phishing emails are making it much more difficult to detect typical scams.

- AI presents multi-layered threats to conventional identity systems. Organizations must radically reassess and enhance their approach to securing digital identity.

A strong response is required

- Combining Identity Threat Detection & Response (ITDR) and Decentralized Identity (DCI) practices is emerging as a promising method to keep data and identities safe in this new paradigm. With this approach, users are empowered to manage their own identity data, while organizations reinforce security protocols by constantly monitoring the IT environment.

- ITDR helps an organization detect and respond to cyber-attacks, while DCI improves security and privacy by reducing reliance on centralized data systems.

Working Together

- MSPs can contribute to robust cyber defense by implementing a defense strategy that combines the power of DCI and ITDR.

- Embracing this holistic approach empowers MSPs to safeguard digital identities and bolster defenses in response to the growing security risks driven by AI.

While AI holds great potential to enhance security measures, we are only beginning to see how it may be used to circumvent established identity verification measures. And the peril is growing.

Read more on this topic.

AI and Automation Help the Service Desk 'Shift Left'

MSPs must focus on decreasing the amount of time they spend on tickets. They want to talk to customers, but not via tickets. AI is enabling that.

- According to a CompTIA study, the number of unfilled tech jobs in the United States exceeds 1.4 million.

- MSPs agree that it is getting harder to find people and they are open to addressing the problem through automation.

- MSPs should be cautious about becoming overly reliant on self-service initiatives. Service desks can get better with ticket flow, but human interaction is critical to build client trust.

- The goal is for MSPs to employ new technology like ChatGPT to free up technician time and talent while also providing a pleasant, human-like experience for help desk customers.

- MSPs need to "shift left" internally. Automation tools are low-cost and widely available, so MSP leaders should evaluate them with their own use cases first.

- Whether it's invoicing, managing tickets, or sending out proposals, MSPs can leverage AI to reduce transaction times.

With today's advances in automation and AI, combined with the difficulty of hiring skilled staff, a "shift left" strategy for the service desk that moves problem resolution to lower-level techs or enables end users to self-serve can offer cost savings and greater efficiency. However, MSPs will need to be mindful to keep the personal touch, too.

Read more on this topic.

Using Tech to Identify High-Quality Job Candidates More Efficiently

Artificial intelligence has become a core functionality in the recruitment platforms that HR professionals depend on. AI can't make hiring decisions, but it can help identify both quality candidates and red flags.

- Screening technology can be very useful in an environment where candidate pools are shallow—as well as when candidates outweigh job postings.

- MSPs can use AI-powered tools to help screen candidates, but every application should be reviewed by a human.

- These tools narrow down resumes, but MSPs should look at all resumes in the order they come in to do their own phone screening and have that human interaction.

- Gen AI tools like ChatGPT can augment the process. Non-technical recruiters can ask questions to better understand tech job requirements.

- Example: You can use ChatGPT if you want to look for a cloud engineer with virtualization experience. The bot will give you appropriate questions to ask candidates — as well as the best answers to those questions.

- Whatever recruitment tools you decide to purchase, make sure they actually get used and receive an ongoing evaluation.

- If you don't have someone in-house to manage and use a tool, it isn't worth paying for it.

Applicant Tracking Systems (ATS) and AI-enabled applicant matching tools are helping businesses identify candidates more efficiently. However, experts say that regardless of the tools you use for sourcing and recruitment, humans continue to play a critical role.

Read more on this topic.

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