

Amazing Customer Service - What to Demand?

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Why is it so hard to find a hosting provider that delivers amazing customer service?

There are over 1.5m businesses on the internet in the UK. This is more than seventy per cent of the business environment. While this number is not rising as rapidly as it has previously, what is on the up is the level of competition online.

More than half now consider their website as a critical part or the most important part of their enterprise and a growing number are embracing the web's interactive nature by selling, lead generating, data mining and creating communities.

The internet continues to be the one jewel in the UK economic crown, yet a high proportion of businesses do not hold the expertise to get the most out of the opportunity.

However, only a few have realised that managing their hosting solution correctly can be the difference between boom and bust.

The idea that the internet is a level playing field is now a fallacy. Performance on the internet is dictated by a myriad of factors and chief among them is the network that your server resides on.

To connect you as a user to the internet, broadband providers stay attractive by offering competitive download speeds and 24/7 availability. In the same way, your business should demand the fastest and most robust hosting solution possible. Users are hungry for speed and you must deliver to convert them into clients.

The network gateway is the front edge of the network, made up of fibre, routers and switches that deliver the right traffic to your door and plenty of it.

More important than the hardware however, is the way this is managed. From initial setup to ongoing security and performance reviews and support ensuring you have the best opportunities to deliver your service online.

// Four revolutionary hosting facts

1. A super highway

The way your hosting provider aggregates bandwidth across its network can be the difference between the M25 at rush hour and the M6 Toll road. You need a hosting provider that takes your traffic seriously enough to maintain bandwidth levels at 50 per cent below capacity.

No matter how busy your site and the others on the network are you need new lanes to open up and deliver all visitors more quickly than before. The last thing you need is a traffic jam that slows down your users and encourages website bounce rates to sky rocket. Management of bandwidth and front edge routers can place you on the internet's super highway.

2. Competitive hardware

Dealing with demand is not just about the bandwidth that brings visitors but your solutions ability to process, store and deliver the information. Up to eighty five percent of business' servers are not optimised for performance.

A good managed host will arm you with the right levels of RAM, storage and processing power, they will tune your TCP/IP stacks for faster delivery and streamline the software you need for better efficiency. Without expert advice and implementation you may as well be lining up on the starting grid on a tricycle!

3. Support, now and always

74 per cent of IT decision makers say their hosting provider takes no time to actively understand their business, so it's no wonder that poor service is the second most common reason for changing your supplier.

A managed host should provide dedicated account managers offering consultative service, educating you about potential threats and delivering security solutions and growth strategies. This should be backed up by a comprehensive SLA with network, hardware and technical support guarantees. And they should always offer free 24/7 support from expert engineers.

4. Monitoring for growth

Business growth online is stunted because people do not realise when they need more resource. An increase in demand can often mean that your traffic slows down, your bounce rates increase and your leads and orders start to fall.

A managed host should alert you before rather than after you struggle to grow. Monthly usage reports, quarterly server audits and regular consultations will place the forecasting ability in the hands of even the most technophobic managing director.

// Amazing customer support - what to demand

Many UK businesses are guilty of not understanding the factors behind a customer experience that also brings success. Business owners shy away from many of the technology based factors and make assumptions about the level of customer support offered, and many are disappointed in times of need.

It has never been more important for your business to compete online but this cannot be achieved without a team that understands the driving forces of the internet. The right managed hosting company can unlock this potential.

UKFast's Dynamic Support Key Features:

- Free phone number
- Calls answered within 3 rings
- All staff are UK based – no overseas call centres
- Phone lines manned by Level 3 Class certified engineers
- No IVR system
- 24/7 manned cover – in both the office and the data centres
- 15 minute rapid response promise (engineer working on your problem with 15 mins)
- 1-hour hardware replacement guarantee free of charge for the life of the machine
- 100% network uptime guarantee
- Only host to place every server behind a managed Cisco firewall
- All traffic routed through Cisco anomaly detectors for traffic analysis at no extra cost
- Full scalability solutions
- Hardware and Software from key industry partners including – Dell, Cisco, Juniper, Plesk, Microsoft, Redhat and Oracle
- Intelligent burstable backup as standard
- Proactive uptime monitoring as standard
- Server maintenance and patch updates as standard
- Capacity Threshold Monitoring as standard
- McAfee Active Virus Protection as standard
- Annual security audits as standard
- SafeDNS as standard
- Dashboard and Alert Control Centre as standard
- Monthly Performance Reports as standard
- MyUKFast password protected online account and support ticketing system
- UKFast School of Hosting – hosting university including hosting video library
- Weekly specialist hosting e-bulletins
- Complaints code of practice and escalation process
- PCI Compliant systems that meet ISO9001 Standards
- ISPA Best Business Customer Server Winner 2009

// But don't just take our word for it

By educating clients, UKFast has managed to grow the traffic across every clients' website by an average of 47.7per cent over the last 12-months. This is twice the rate of the UK's online business environment as a whole.



"UKFast is a unique, wonderful and fast service provider. The support team does a fantastic job setting up, maintaining and monitoring all our dedicated servers."



THE HISTORY CHANNEL

"Flexible solutions and exceptional support, UKFast makes us feel like the only customer that matters."



"The service provided by UKFast has been excellent at every stage. Every advisor I've dealt with has gone the extra mile to help. You would be mad not to choose UKFast!"



"UKFast are one of those rare companies that you only find once in a while, a company who are as passionate about our business as they are about their own. It's that drive that has set them apart from the competition and has allowed us to concentrate on what we do best."



"Our transition to UKFast was incredibly easy and dispelled all worries about moving to a new host."



"We discovered UKFast through word of mouth and were delighted by their efficiency... Within days the site was functioning better than ever. And with their Linux expertise, I'm confident that I have a direct line to their experts should I need it. You can't ask for more than that."

The awards that UKFast has received provide further evidence that we are committed to delivering performance, reliability and care to all our customers; and that we are getting it right.



"The level of support that UKFast offered its customers was superior to that of the other entrants". The judges were particularly "impressed with the innovative ways in which UKFast engaged with its customers, such as hosting events and through its film department".



The 2009 The Sunday Times Tech Track 100 places UKFast 38th in the nationwide list, 3rd in the North West and top in Manchester.



The 2008 Deloitte Technology Fast50 shows the country's quickest-growing technology companies and places UKFast at No.28.

// About UKFast

In its tenth year UKFast remains at the forefront of the UK hosting industry, developing a reputation for constantly redefining standards in hosting performance and customer service.

Currently, we are the fastest growing private hosting company in the UK (The Sunday Times Tech Track 100) and one of Europe's fastest growing technology companies (Deloitte).

We recently celebrated two major milestones – reaching 100 team members alongside our 10th birthday in September 2009.

Since our inception 10 years ago we have increased revenue every year averaging annual growth of 67 per cent. Our business now turns over in excess of £10 million a year.

Our network empowers our clients to grow at twice the rate of their rivals. UKFast clients expanded their businesses by an average of 47 per cent in the last 12 months.

UKFast is a multiple award winner. We are a six time winner at the prestigious national ISPAs. This includes four consecutive best hosting provider awards. Other accolades include the Manchester Evening News' Business of the Year Award and a place in the Sunday Times' list of best companies to work for.

Clients include Experian, UKTV and BP.

Find out more, call us today on 0800 458 4545 and experience dynamic support.

For more expert advice on website
delivery and performance call
our hosting experts today

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