

CUSTOMER STORY

## TechPath

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Dan Rutter,  
Service Manager, TechPath



## TechPath boosts key Agreement Profitability & Staff Profitability metrics with Cognition360

**TechPath is Brisbane’s largest IT support and managed services provider (MSP), servicing customers typically headquartered in Brisbane with branches and offices across Australia and New Zealand. Growth is strong with Service Manager Dan Rutter forecasting revenue growth of 20-30 percent during 2020.**

Dan Rutter’s challenge is how to manage that growth – preserving or increasing profitability, while continuing to build TechPath’s industry leading customer satisfaction and customer retention metrics.

Cognition360 is proving invaluable in meeting that challenge, Rutter says. “We’re still early in our journey with Cognition360, but already we’re getting great bottom line benefits from increased visibility and timeliness. Before Cognition360 I’d spend about two days each month building reports on my two most important metrics: Agreement Profitability and Staff Profitability. Now the whole process takes a couple of hours, or less.

“The old reports showed us where we were at the end of each month – a snapshot in time. Now we have visibility day by day so we can take action immediately. They’re

a dynamic part of daily life in the business. As a result Agreement Profitability is up by more than ten percent compared to last year. Staff Profitability is up by more than 12 percent – mostly from increased accuracy of time reporting and better tracking and realisation of the work done for customers.

“Cognition360 has given us fantastic service and support, with most requests done on the same day or the next day,” Rutter says. “This has given us confidence to move on to a highly strategic customer dashboard project which will give our account managers a ‘single pane of glass’ when interacting with customers.”

He says the customer dashboard will give TechPath’s account managers all the data they need right at their fingertips when interacting with customers: progress against budget, analysis of spend over the past 12 months, number of tickets per user, ticket resolution times compared to industry benchmarks.

“This is very exciting. It means we can work with our customers in a true partnership – continuously tuning their services to support their changing business needs, showing value, and strengthening our customer relationships – while at the same time increasing our bottom line profitability,” Dan Rutter said.

FOR MORE INFORMATION

[www.cognition360.com](http://www.cognition360.com) | Email: [info@cognition360.com](mailto:info@cognition360.com) | Phone: (866) 959 8009