

LIQUID WEB ENHANCES SUPPORT WITH RED HAT TRAINING AND CERTIFICATION

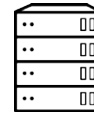


SOFTWARE AND SERVICES

Red Hat® Training and Certification

Red Hat Enterprise Linux®

Liquid Web, a web hosting and cloud services provider, is devoted to delighting customers and ruthlessly designs its service to work for rapidly growing businesses that live, build, and create on the web and in the cloud. The company wanted to enhance its technology skills and knowledge to better meet the needs of its growing customer base. To achieve this goal, Liquid Web partnered with Red Hat to provide training courses and certification exams to its support staff. In just a few years, Liquid Web has trained and certified more than 150 employees. As a result, the company has shortened issue resolution time and improved customer satisfaction to create one of the best support experiences in the web hosting industry.¹



WEB HOSTING SERVICES

500+ EMPLOYEES

“By offering Red Hat Training, we create a corporate culture that empowers our team to better serve customers. Higher customer satisfaction fuels business growth, and everyone wants to be a part of it.”

CARRIE WHEELER
CHIEF OPERATIONS OFFICER, LIQUID WEB

BENEFITS

- Reduced issue resolution time by 37% by improving productivity of support staff
- Achieved industry-leading satisfaction, as reflected by a Net Promoter Score of 72 and a customer satisfaction rating of 98%
- Supported rapid business growth to help the company become a US\$100 million hosting provider



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“Red Hat Training helps our technicians provide more efficient and effective customer service than anyone else in the hosting industry. That standard of service translates to a better experience for our customers. We handle their hosting needs so they can focus more on their business.”

BRAD DOUTREE
SENIOR DIRECTOR OF CUSTOMER
SERVICE AND SUPPORT, LIQUID WEB

IMPROVING KNOWLEDGE TO BETTER SERVE CUSTOMERS

To differentiate themselves in a competitive market, many managed service providers offer bargain prices – often achieved by deploying outdated hardware and minimizing customer support. Liquid Web chose a different business model: premium web hosting services that use high-performance, modern hardware and software. Its offerings are backed by support from skilled administrators and engineers. Unlike most companies that offer a tiered service model, Liquid Web customers reach these hosting experts in their initial contact, rather than a typical Tier 1 technician who often only takes notes and elevates the ticket.

As customers recognized the value of this model, Liquid Web’s business grew rapidly. However, the company struggled to find qualified personnel to meet its high service standards. It paid new hires and experienced engineers to take training classes, first on-site and then at an education center in Lansing, Michigan.

“We had tapped the Lansing area for people with sophisticated computer and Linux skills,” said Nick Campbell, senior director of advanced services at Liquid Web. “But to keep pace with business growth, we realized that we needed to supercharge our training model and develop the skills of our existing support personnel. We wanted to ensure that people received the best Linux education to prepare them to solve customer problems with confidence.”

DELIVERING TRAINING FROM A TRUSTED SOURCE

To help its IT administrators gain Linux expertise, Liquid Web engaged training services from a third-party provider but became dissatisfied with the course content and training results. The company then turned to Red Hat. Liquid Web was familiar with Red Hat’s reputation as a trusted training provider for Linux environments. The company worked with Red Hat to develop a new training program that fit its requirements for support excellence, using certified Red Hat Training course content and hands-on lab exercises.

Liquid Web employees now take courses such as RHCSA® (Red Hat Certified System Administrator) Rapid Track and Red Hat System Administrator III in an on-site classroom. In each class, up to 15 students complete four days of training and a fifth day of review before taking exams at an on-site testing station.

154 of the employees who have taken RHCSA training have successfully passed the exam to achieve RHCSA certification. Many of them have continued to Red Hat Certified Engineer (RHCE®) training, with 36 students successfully passing the exam to achieve RHCE certification.

ENHANCING A CUSTOMER-CENTRIC CULTURE

IMPROVED PRODUCTIVITY

The enhanced expertise and skills gained by Liquid Web’s customer support engineers help the support team work smarter, not harder. This increased productivity has helped engineers reduce issue resolution times by 37% in just one year.

“Before Red Hat Training, the Linux skills of our support team varied widely,” said Campbell. “Some agents had less experience than others using Linux commands effectively. After attending the Red Hat classes, all of our engineers are armed with uniform knowledge that helps them rapidly and consistently address customer issues.”

HIGHER CUSTOMER SATISFACTION

Liquid Web routinely surveys its small, midsize, and enterprise customers to assess their satisfaction and learn how to improve service. Respondents have reported higher satisfaction of 98% since the launch of the new training program. Customers appreciate that Liquid Web agents have the knowledge needed to address problems.

“Our clients tell us that no other provider offers the depth of support that we provide,” said Carrie Wheeler, chief operations officer at Liquid Web. “When customers call us for assistance, they don’t hear agents reading from a script. They have a technical conversation with an experienced engineer, who often resolves the problem on the first call. Our support team can do that because we’ve taken the time to ensure they have training and certification.”

In addition, the company routinely achieves a Net Promoter Score of approximately 70. This customer loyalty metric, created by management consulting firm Bain & Company, indicates that the majority of customers would recommend Liquid Web offerings to others and are satisfied with its services. Company executives attribute this achievement in large part to the Red Hat Training courses.

“Red Hat Training helps our technicians provide more efficient and effective customer service than anyone else in the hosting industry,” said Brad Doutree, senior director of customer service and support at Liquid Web. “That standard of service translates to a better experience for our customers. We handle their hosting needs so they can focus more on their business.”

RAPID BUSINESS GROWTH

As a result of Liquid Web’s leading infrastructure and service excellence, supported by Red Hat Training and Certification, its customers are not only becoming more loyal but also sharing their satisfaction with colleagues and associates. With this rapid growth, Liquid Web has become a US\$100 million hosting provider.

“The customer experience with our support team is a huge force in our ability to grow the business,” said Wheeler. “By offering Red Hat Training, we create a corporate culture that empowers our team to better serve customers. Higher customer satisfaction fuels business growth, and everyone wants to be a part of it.”

EMPOWERING EMPLOYEES TO OFFER SKILLED SUPPORT

With Red Hat Training and Certification, Liquid Web’s support agents have gained the knowledge and skills they need to provide peace of mind to customers.

“Through our programs with Red Hat, we have created an employee culture that makes people want to learn more about the technology and become stronger IT professionals,” said Wheeler. “They are fearless problem solvers. They are passionate and adventurous explorers of all things tech. Red Hat Training helps make that passion happen.”

Liquid Web is considering adding new training courses to help support personnel become even more familiar with Red Hat Enterprise Linux 7, the foundation of the company’s infrastructure. The company is also considering new ways to build on the success of its relationship with Red Hat by expanding the reach of its training programs into the organization.



ABOUT LIQUID WEB

Liquid Web delivers reliable, highly available, secure, and hassle-free hosting fueled by our Heroic Support®. The company empowers its employees to go above and beyond to make life easier for professionals who create the content and commerce on the ever-changing web – so they can focus on the work they love. Liquid Web offers a broad portfolio designed so customers can choose their own adventure, whether it is hands-on or hands-off or a hybrid of the two. The company owns and manages its own datacenters, providing a broad portfolio of offerings ranging from bare metal servers to managed WordPress and continues to evolve its service offerings to meet the ever-changing needs of its customers. With over 30,000 customers spanning 150 countries, the company has assembled a world-class team, global datacenters, and an expert group of 24/7/365 solution engineers. As an industry leader in customer service with a 98% satisfaction rating, the rapidly expanding company has been recognized among INC Magazine’s 5000 Fastest Growing Companies for the last 10 years. Liquid Web is part of the Madison Dearborn Partners family of companies. Madison Dearborn Partners, LLC (MDP) is a leading private equity investment firm based in Chicago. For more information, visit liquidweb.com, follow us on Twitter [@LiquidWeb](https://twitter.com/LiquidWeb), or read our blog posts at liquidweb.com/blog.

ABOUT RED HAT



Red Hat is the world’s leading provider of open source software solutions, using a community-powered approach to provide reliable and high-performing cloud, Linux, middleware, storage, and virtualization technologies. Red Hat also offers award-winning support, training, and consulting services. As a connective hub in a global network of enterprises, partners, and open source communities, Red Hat helps create relevant, innovative technologies that liberate resources for growth and prepare customers for the future of IT.



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