

# Elevate your customers' experience.

An IT Glue case study



**Founded:** 1994

**IT Glue partner since:** 2016

**Employees:** 12

**PSA:** Autotask

**RMM:** Ncentral

At the core of NorthWest Technologies is a mission to provide the best level of customer service for their clients. To do that though, NW Techs recognizes the need for a documentation tool that balances both structure and flexibility in order to meet and exceed customer needs.

Prior to IT Glue, there was no consistent place to put information, which made achieving growth internally and externally challenging. Justin Best, President at NW Techs, explains "When you're just one person, you can keep it all in your head. **When you grow to two people, you realize, 'I need to be able to communicate everything I know to my new hire,'** and that communication process is difficult, but eventually you get that second person trained. Then you get a third person and it's like, 'Oh no, we have to do all of that again."

“ At some point, the process of just knowing it all in your head and saying 'Ask so and so because they set that up and they should know how it's configured,' doesn't work - it just breaks down to the point where you can't serve people effectively. ”

When Kevin French, NW Tech's Director of Centralized Services, came across IT Glue, it was simply a no-brainer in order to provide the kind of customer support and service that NW Techs aspires for.



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Justin comments, **“With IT Glue, we want to continue to be able to do what we do, but better.** No matter who’s picking up a ticket, everyone has the information available on that client or configuration to be actually helpful and not just say, ‘I’ll get back to you.’”

One of NW Techs’ favorite things about IT Glue is that it balances both structure and flexibility. Structured documentation is what gives your information power. While there are many possible tools for documentation, the majority of them encounter one of two problems. They’re either too flexible, or too rigid.

“Technically, you can document everything you’ve ever wanted to using Microsoft Word, but it’s just too flexible, you’ll never get the structure and consistency. Technically, you can create custom fields for everything you want to document in your RMM. But it’s too rigid. You’ll never capture the information you need because it doesn’t adapt and grow with you.”

IT Glue has done a great job at capturing  
“ something that is just flexible enough, and just structured enough to be able to be really useful. ”

Kevin adds, “The beauty of IT Glue is that you can adjust it to how you are going to work as a company, how your team orients, how you feel like questions should flow in order for you techs to answer them. **IT Glue gave us the groundwork we needed, and then it was really up to us how we shaped it.**”

Want to learn more about their experience?

**Click here to watch!**

