

Commitment to Customer Care is Key

Level 5 was founded in 2003 with an ambitious and innovative business model. The company's primary business is financial facilities construction, but its involvement with clients go far deeper. From market analysis and location selection to designing sales-friendly environments that reflect the corporate brand, Level 5 is an end-to-end solution. From initial concept through occupancy, Level 5's talented team of professionals guide the client each step of the way. Its comprehensive approach relies strongly on communication, collaboration and a dedication to addressing client concerns.

Looking for Customer Service in all the Wrong Places

Many companies talk about customer service, but few implement it well, as Luke Kassler, a Real Estate Analyst with Level 5, found when he began looking for an IT firm. "When the company was first started, we worked with an IT firm. They installed our original server and network, and were capable of handling the size we were then," he said. "But we had significant growth in 2004 and the pace picked up even more in 2005. We moved to a larger space, and our IT needs were increasing. That company simply couldn't keep up."

Someone within Level 5 suggested another IT management firm, and Kassler agreed to interview them. "I saw immediately that their costs were lower than were standard, and it bothered me," he said. "But, we decided to give them a trial since there was a connection with our company. My instincts were right. Problems began almost immediately. We were losing productivity."

A network failure can cost Level 5 up to \$30,000 a day in the office, according to Kassler. A communication failure on a job site adds up even faster. "Finding a company that could understand and respond to that was important," Kassler said.



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Think strategically. Build creatively.

The Right Business Model

Annoyed at the waste of time and resources, Kassler began once again to interview IT firm. "A number of firms I interviewed had a hard time grasping what we do and how we needed them to work for our company," he said. "Then Chas Arnold came in to talk about DynaSis. About 10 minutes into the interview I hired them."

The business model Arnold described was exactly what Kassler was looking for - built around responsiveness to the customer. "it was obvious to me that Chas was a man who valued his word, and DynaSis has performed exactly as he said it would," Kassler said. "They show up when they say they will, they fix what they say they will. When I have a question, I get an honest answer. A lot of companies say they will provide this level of system support. DynaSis really does it and they make it look easy."

Turning Up Issues

The first project undertaken by DynaSis was an extensive turn up process. "We thought it would be a matter of DynaSis simply assuming responsibility for system maintenance but as they analyzed our current situation, they provided insight into our IT department and we found issues that should be addressed," said Paula Williams, Office Manager. "We had to step back and assess what we needed to do immediately and what could wait until later."

Working through that process with DynaSis has been a good experience, according to Williams. "They educated us as we go along. It's never, 'You need to do this because DynaSis says so.' They always make sure I understand why a particular thing is needed. And they never come to the table with less than two options, usually they present three. 'Here's what we do if you don't want to have to repeat this process. Here's a shortcut if you need to save money right now,' that sort of thing."

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Level 5 uses the Digital Veins Guardian service, which allows DynaSis to remotely monitor Level 5's systems and respond immediately to any problems. "Clients want different things, and DynaSis provides different levels of service," Williams said. "Some people aren't very Internet savvy and want to talk to a person. DynaSis can do that. I like being able to handle things with a few clicks on the keyboard. I can type in as much information as I want in the client record, and I immediately get a copy so I know it's been received. I usually get a call within an hour if the problem isn't already resolved."

There is a huge difference from Level 5's previous IT firm, according to Williams. "In terms of customer satisfaction, thoroughness and follow up - there's no comparison. DynaSis is truly top notch."

Above and Beyond

"DynaSis isn't the cheapest firm in town," Kassler said, "but I've been down that road and didn't like the result. They aren't the most expensive, either. What they are is a company that delivers real value for the cost. They've gone above and beyond for us, and I'm very pleased with them."

