



## LIMA Team Spotlight.

**Michelle Stokes**, our new **Head of Managed Services**, has been with LIMA for two years and brings a wealth of client-side experience.

### Tell us about your job

I look after our entire portfolio of managed services, from end-user support to infrastructure management, networking, cyber security and so on... all the support elements of what we deliver to customers.

Success means being as customer-centric as possible – ensuring we have the right blend of human empathy and technical excellence to engage deeply with every customer. It means challenging our internal status quo and driving change where needed, recruiting the right people and nurturing a customer-focused mindset and behaviours.

### What does “insight-led IT” mean to you?

I started my career in the army, so discipline, respect, empathy are engrained. It’s about understanding what the technology means to each customer, in a business but also an emotional sense. What wider concerns, like compliance, are on their mind? I want customers to know we’re seeing the bigger picture, not just picking up a ticket.

It also means knowing their business well enough to spot future needs, and the trust to discuss potential solutions with them – effectively being an extension of their team. We recently launched our Customer Success Standards in 2021, which are about providing consistency throughout managed services so every engagement is responded to in the same way so customers really get the best from us.

### What typical concerns do customers have?

New customers often contact us because they don’t feel valued by their current MSP. We aim to look after everyone equally, whatever their size, in a way that fits their actual needs.

We recently streamlined our customer onboarding so my team and I are involved early, even if managed services aren’t yet on the agenda, to give them a flavour of the support available. We also allocate a customer success manager before the solution is deployed, so they can build understanding as early as possible.

### What’s the most rewarding thing about your job?

Being able to turn customer problems into positive outcomes.

### What’s the best thing about working at LIMA?

In some organisations you feel like a number. Not here. If you’ve got drive, empathy and compassion, and you live the values, it’s a fantastic environment. You feel part of a family, the LIMA family!

### How do you relax and unwind?

Playing and watching sport, training my dog and spending time with my daughter.

### What three words best describe you?

Passionate

Ambitious

Persistent