CASE STUDY

MSP Reduces Escalations with Phinbox IQ Phishing Analysis

AUG 2025

Full feedback session

> **My L1s can handle stuff that used to get escalated to me.** This lets me focus on other things.

Certified CIO had been using Phin's security awareness training when they became beta testers of a new email triaging feature.

Almost immediately, Phin's automated triaging capabilities unlocked measurable improvements in both incident management and team efficiency for Certified CIO.

L1s with little experience in triaging no longer need to frequently escalate emails. They can now investigate, triage, and act on reported incidents directly inside ConnectWise Manage, and a once complex process now takes almost no time at all.

Partner Since	2022
Size	59 Clients
Enrolled Users	700+
Team Leader	Joel Chambers

Evaluated Providers

KnowBe4 *(Previous Provider)*
Others Unknown

PHIN

The Challenges

- Every reported phishing incident had to be manually scripted.
- L1s lacked experience or knowledge to accurately triage many emails on their own, leaving room for error and causing delays and workflow bottlenecks.
- Emails were frequently escalated to an L3 tech for confirmation or further analysis, consuming valuable engineer time.

> We were doing everything by hand... Now, we've **dropped engineering time by 80 percent.**

Phin's Solution

Phin's triaging tool centralizes and automates the investigation process. Engineers can **research, triage, and remediate reported emails within ConnectWise Manage.**

The intuitive interface offers actionable technical insights that **reduce errors** and empower even junior staff to **triage emails without escalating** to senior techs.

> **You've reduced the human error rate**... not just on the end user side, but also on the engineer side.

The embedded Phin Pod inside ConnectWise Manage brings **AI severity, URL analysis, header checks, and one-click remediation** to technicians **without switching tools.**

Automated data presentation in one place significantly **lowers the risk of human error** during analysis and response for all staff, and **domains and emails can be blocked across all clients** with just a few clicks.

*For more, **see how Phin has increased profitability for Certified CIO** with its security awareness training platform.*

Results

38 hrs saved/month

Certified CIO triages 150 emails/month and time spent per email dropped from 15 minutes to 3 minutes.

Escalation ↓

Nearly all incidents are now resolved by L1 techs with minimal escalation required.

<1 minute

The average response time for reported email threats is now less than one minute