



INDUSTRY

Web Development Services

PRODUCT

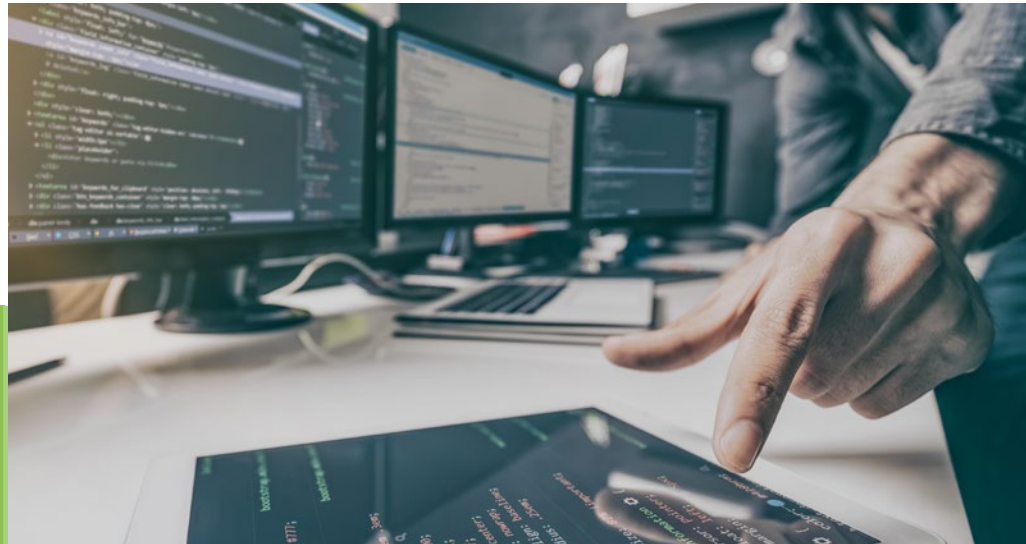
Dedicated

PAIN POINTS

Before partnering with Liquid Web, XMLA had significant problems with downtime and providing advanced support to its managed hosting customers.

HOW LIQUID WEB HELPED

Liquid Web delivered enterprise-grade dedicated hosting with redundant networks, Tier-1 premium bandwidth, and 24/7/365 performance monitoring and support to give XMLA the peace of mind they needed to serve their customers. Layering their own management services on top of Liquid Web's service has allowed XMLA to provide an even greater level of support and management.



“From server to support, Liquid Web is...perfect”

[How Liquid Web Helps XMLA Deliver Outstanding Service with Superior Dedicated Hardware and Exceptional Support](#)

Superheroes of the Internet— that’s how XSite Media Los Angeles’ customers describe them. A Los Angeles-based company offering web development and managed hosting, XMLA is dedicated to providing its customers with outstanding service without compromise. Liquid Web is proud to be a companion partner in this mission, ensuring that the company’s diverse customer base feels supported, empowered, and secure.

Every Superhero Needs a Sidekick

What made Liquid Web stand out to XMLA in a sea of competitors? Two words: support and uptime. Michael Austin, the CEO of XMLA, loves knowing that Liquid Web is in the company’s corner as another layer of assistance he is able to offer his customers. “Support is so important for us—and Liquid Web is always able to step in and go above and beyond,” remarked Austin. Layering their management services on top of Liquid Web’s service allows XMLA to provide an enhanced level of support and management their customers need. From website design to personalized customer service, XMLA is a one-stop shop for its customers. With Liquid Web’s redundant networks, Tier-1 premium bandwidth, and 24/7/365 network and hardware performance monitoring, XMLA has the peace of mind they need to serve their customers.

Strengthening Customer Relationships

XMLA has been in business for 19 years and credits their outstanding customer loyalty in part to Liquid Web's reliability. Their customers range from celebrity sites to small to medium-sized businesses, but one thing always remains the same for their operations... which is personal support. Personalized support is the key ingredient to their success. Boasting a 97% customer-retention rate, those at XMLA find it deeply rewarding to build strong relationships with their customers—relationships based on Liquid Web's uptime and consistent track record of customer service excellence. Partnering with someone who shares that same motivation and drive of providing personalized support was one of the key attributes that attracted Austin to Liquid Web. Utilizing several dedicated servers allows Liquid Web to support XMLA's customers without affecting other customers on different servers, thus increasing the overall uptime. "A lot of our customers are not very technical," says Austin, "so being able to add another level of management for our customers is huge."

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“Anytime a problem arises, we appreciate and respect how quickly the Liquid Web staff resolves the issue.”

- Michael Austin, CEO

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Beyond Expectation

Before partnering with Liquid Web, downtime and providing advanced support were significant problems, enough so that XMLA began to look for a better, long-term solution to provide service to their customers. XMLA was originally partnered with WiredTree before it was acquired by Liquid Web and, though apprehensive about the change at first, the team at XMLA was thrilled to learn that Liquid Web's support exceeds that of its predecessor. "Customers noticed the quality and speed of servers, quick ability to make changes, and the quality of service provided. From server to support, Liquid Web is, how can we say—perfect," says Austin. "Anytime a problem arises, we appreciate how quickly and courteously the Liquid Web staff resolves the issue, many times without our intervention utilizing their own proactive server monitoring."

ABOUT LIQUID WEB

Liquid Web powers content, commerce, and potential for SMB entrepreneurs and the designers, developers, and digital agencies who create for them. An industry leader in managed hosting and cloud services, Liquid Web is known for its high-performance services and exceptional customer support.

With over 30,000 customers spanning 150 countries, Liquid Web owns and manages its own core data centers and provides a wide portfolio of offerings spanning from bare metal servers and fully managed hosting, to Managed WordPress and Managed WooCommerce Hosting. The Most Helpful Humans in Hosting™, Liquid Web earns the industry's highest customer loyalty* and has been recognized among INC. Magazine's 5,000 Fastest-Growing Companies for twelve years.

*2019 NPS score of 67

