

Case study

A Tasmanian MSP owner got off the tools without hiring anyone

AI took the routine L1 work off a five person team, so the team could take on the owner's tickets.

Client

5 person MSP, Tasmania

Platform

Claude Cowork and Claude Code

Result

Owner off the tools

0

new hires needed to get the owner off the tools

Client

5 person MSP, Tasmania

Challenge

Too small to afford the team the owner needed to step back

Solution

A suite of AI workflows that takes the routine L1 work off the team

Tools

Claude Cowork, Claude Code

The situation

This is the trap many small MSP owners know. The business needed the owner working on it: winning clients, planning, building. But the client base was too small to pay for a technical team that could run without them.

So the owner stayed on the tools. Tickets came first, because tickets always come first. The work that would grow the business waited for a quiet week that never came.

Tickets came first, because tickets always come first.

What we built

A suite of AI workflows that handles the routine L1 work, sized for a five person business:



01

Categorise and prioritise

Every new ticket is read, categorised and given a priority.

02

Assign

The ticket goes straight to the right person.

03

Look up knowledge

Past fixes that match the problem are attached before anyone opens the ticket.

04

Recommend the next step

Stuck tickets get a suggested next action.

05

Create knowledge

Resolved tickets become knowledge articles, so the fix only has to be worked out once.

06

Chase customers

Tickets waiting on a customer get followed up automatically.

Claude Cowork

Claude Code

We built it with Claude Cowork and Claude Code. No large platform, no big licence bill, and nothing too heavy for a five person team to own.

The result

0

new hires needed

6

AI workflows on the L1 desk

1

owner now working on the business, not in it

The lighter L1 load gave the existing team more capacity. The team now covers the work the owner used to do. The owner is off the tools and working on the business, with no additional hires.

Why it worked

A small MSP does not need enterprise tooling to get enterprise results. It needs the repetitive work gone. Once the AI took the sorting, searching and chasing, the existing team had room to cover the owner.

A small MSP does not need enterprise tooling to get enterprise results. It needs the repetitive work gone.



Stuck on the tools?

Cobotic takes the L1 load off your team so you can step back.

[Get in touch](#)

cobotic.com.au

Written and directed by a human. Polish and fluff added by Claude Opus 5.5.

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