

## How Geeks IT Services Automated Company-Wide Contact Sync



### Business Situation:

A Geeks IT Services client needed a reliable, automated way to keep an accurate employee phone directory synchronized across all users' mobile devices. Frequent workforce changes made manual distribution slow and error-prone.

### Solution:

Geeks IT Services deployed CiraSync to automate contact synchronization from Microsoft 365 directly to the client's mobile devices, turning a recurring manual burden into a simple, reliable, set-it-and-forget-it process.

### Benefits:

- Fully automated sync eliminates manual directory updates across all staff devices
- New employee information entered in Microsoft 365 propagates automatically on the next scheduled sync, or immediately via manual sync
- Significant time and cost savings as ongoing IT maintenance effort is eliminated

## The Challenge

One of Geeks IT Services' clients was struggling to keep an accurate, up-to-date employee phone directory synchronized across all users' mobile devices. The client's workforce and contact information changed frequently, making manual updates slow, inconsistent, and difficult to sustain. Each time staff turned over or contact details changed, someone had to update records, export data, and push changes out to devices by hand.

The manual process was a persistent drain on time and resources. Updates fell behind, outdated contacts lingered on devices, and staff confidence in the accuracy of their directory eroded. Geeks IT Services needed a solution that could automate the process entirely and remove the ongoing maintenance burden from their client.

## The Solution

Geeks IT Services deployed CiraSync for their client, automating contact synchronization directly from Microsoft 365 to employees' mobile devices. With CiraSync in place, the client's administrator only needs to ensure that new employee records are entered correctly in the Microsoft 365 Admin Center. CiraSync handles distribution automatically on the next scheduled sync, or immediately through a manual sync that takes only moments to trigger.

The setup and testing process proved straightforward. For an organization of that size, Geeks IT Services had the client fully operational in under an hour. A complex, recurring administrative burden became a reliable background process requiring no ongoing intervention.

# CIRASYNC

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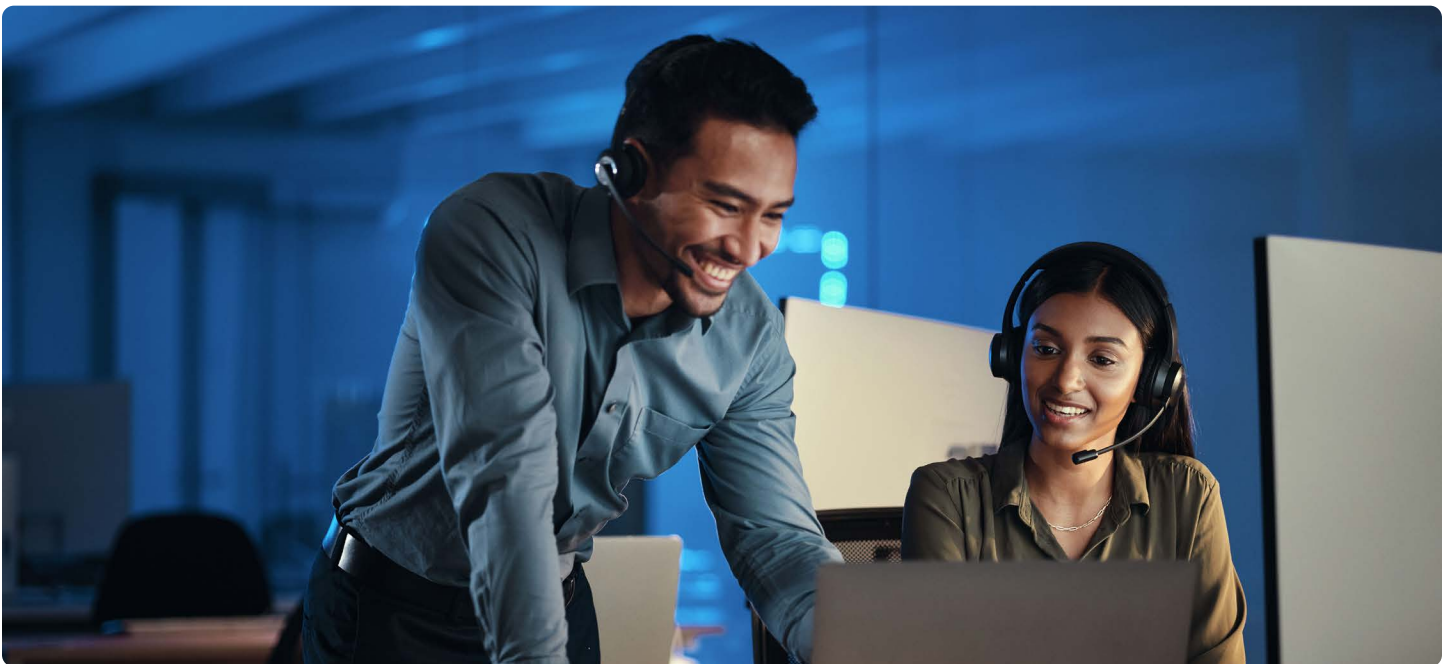


### Results

Since Geeks IT Services deployed CiraSync, the synchronization process has operated flawlessly. The hours previously spent on manual configuration and directory distribution have been eliminated, freeing both the client's staff and the Geeks IT Services team to focus on higher-value work. Employees always have access to current contact information, and the risk of outdated directories disrupting day-to-day operations has been removed entirely.

**"It transformed a complex administrative challenge into a simple, reliable solution."**

Jodi Paulsen, Geeks IT Services



### CiraSync: Built for MSPs That Sync at Scale

When accurate contact information drives daily operations, manual directory management is not a sustainable solution. CiraSync integrates directly with Microsoft 365 and keeps every device current, automatically. For MSPs like Geeks IT Services, that means delivering a reliable, low-maintenance solution to clients without ongoing configuration overhead.

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