

# What Is A Ticketing System? And How It Works



If your business has any kind of service component, you will benefit from using a ticketing system to improve your workflow. Whether you're dealing with customer inquiries or an employee who is struggling with a technical issue, a ticketing system will help your business stay on top of support, incident management, and asset management.

At some point, customers will require help from your business. when you use mods on Spotify customer support without the adequate tools to manage it. instead of trying to use a dedicated email address to funnel all of these requests, it's best to invest in a support ticket system. An email may sound good when you're first getting started, but they don't allow you to track progress on each query or reassign work if a team member goes on vacation.

Using a support ticket or IT ticketing software system streamlines your workflow and helps improve your team's productivity while also improving overall customer satisfaction.

## **What Is A Ticketing System? And How It Works**

A ticketing system is a software platform designed to capture customer service requests and help your business manage that request all the way to resolution. Ticketing systems are ideal for service environments that have constant changes in the flow of work. IT and customer service teams commonly use a ticketing system to manage workflow.

For IT, the ticketing system is most often used in conjunction with the service desk. The service desk serves as a piece of the information technology infrastructure Library which is a set of IT best practices. As part of the ITIL processes, the service desk technicians use IT management software to improve the delivery of IT services to their customers.

The majority of platforms available on the market today are cloud-based help desk software. This works well especially for remote IT management because it reduces costs and complexity.

Who has access to the ticketing system depends on how you define a customer. The request can come from customers outside of your organization or from your internal staff, depending on the kind of service you're offering.

In the case of an IT ticketing system, the customers are usually company employees and external users are only included if your company sells a technology solution that your IT team oversees.

For customer service, reps are using an automated ticket system to help them

keep track of open cases. While the customer service rep listens to another customer's problem, they are simultaneously asking a specialist to take a look at your case. Once the specialist has an update, they relay the information to the customer with a ticket, and the ticketing system organizes a communication channel to improve the rep's productivity.

For companies who find that their help desk isn't performing as well as it used to, it may be time to adopt a ticketing system.

## How Ticketing Systems Work

A ticketing system first creates a document known as a ticket to record interactions on a service or support case. The ticket is shared between the customer and the rep. It logs their communication to one continuous thread. In the event of any confusion or overlooks details, both parties can easily refer back to the thread at any point to review past information on the case.

After the ticket is created, customer service reps can then work on the issue on their end. When they have updates or the case is ready to be resolved, they can alert the customer with the ticket. If the customer has any questions in the meantime, they also can use the ticket to communicate with a customer service rep. The ticketing system alerts the rep that there has been a response log on the ticket and they can address it immediately. Everything is logged in real-time, making it easier for multiple customer service reps to work together to resolve issues.

Once the issue has been resolved, either the customer or the rep can close the ticket. If something changes, tickets can also be reopened for follow-up questions and requests. This helps keep things streamlined because instead of having to create a brand new ticket with a different rep, the customer can access the same person that worked with before and can easily pick up where they left off. Some

ticketing system also includes built-in customer feedback tools which can collect customer reviews every time tickets are closed.

*A customer support ticketing system will almost always provide a good ROI. It's all in how you set it up and make use of it.*

## **Benefits of Using a Ticketing System**

Implementing a customer service ticketing system offer a variety of benefits for your company.

### **Better Customer Experience**

Using a ticketing system improves customer service and satisfaction. It's an easy way for customers to ask for help and for your staff to provide that assistance effectively and efficiently.

When a customer runs into an issue with your product or service, they can demand assistance immediately. A ticketing system makes this possible with an online Self Service portal that allows customers to request help at any time.

The platform will automatically deliver a confirmation email that outlines the estimated response time to set reasonable expectations with customers while also assuring them that their needs are being addressed.

### **More Organization**

A ticketing system organizes and catalogs a high volume of support cases for your customer service department. It makes it easy for customer service reps to manage multiple cases at once because incoming tickets are labeled and prioritized. This is especially helpful when handling critical situations where

customers are filing a large volume of support and service tickets about a specific issue. Ticketing systems also help you identify and segment the cases so that a designated task force can quickly address them, to improve resolution time.

## **Improved Productivity**

Since everything is centralized and searchable, your team can be more productive because they don't lose time searching for data. After the initial request, is 14 ticket records each subsequent customer exchange the team member only needs to review it so that they can immediately catch up on what's been happening.

Ticketing systems also provide automation functions that eliminate repetitive tasks to automatically route tickets to the correct apartment based on the nature of the request.

## **Better Accountability**

The reporting features included in many ticketing systems help businesses to identify opportunities for improvement such as improving ticket response time. It's easy to spot process bottlenecks and train staff more effectively.

## **Reduced Costs**

When your support team uses a ticketing system, the productivity benefits reduce costs because the team is able to get more done with fewer resources.

## **Improved Customer Retention**

Since issues can be resolved faster with a ticketing system, customers often get resolutions in a more timely manner which makes them happier and more likely to stick around with you for the foreseeable future.

Not only this but by improving the customer experience and resolving issues

quickly, higher customer satisfaction naturally increases customer retention.

## **Ticketing System Features**

Here are some features to look for in your ideal ticketing system. Some also include customer relationship management (CRM) functionality.

### **Self-Service Online Portal**

This makes it possible for customers to submit support requests whenever they need help.

### **Centralized Communication**

A central place, such as one email inbox for your customer service team to see all customer requests and ticket statuses. Most help desk ticketing systems also automate routing and include social media support.

### **Customization**

The ideal ticketing software allows you to customize your online portal with your company branding and documentation including frequently asked questions.

Beyond this, the ticket form itself should support customization so that you can include fields that you need for your organization.

### **Automation**

Automating workflows helps to boost productivity. The ability to automatically route tickets to the appropriate staff, send responses to customers when they submit a request and when the ticket closes, and deliver alerts house to smooth the entire ticketing process for everyone.

Automation means that your support staff spends less time on repetitive tasks and eliminates delays in the process. This way, they can spend more time actually helping customers solve issues. When you're choosing a ticketing system, make sure the one you select makes it easy for you to configure custom rules so that you can apply your company's unique workflow steps to the system.

## **Alerts and Reports**

Without alerts and reports, you won't be able to identify areas where you can improve. Reports that include detailed metrics such as your average response time, average time to resolve request, and ticket volume allow you to optimize your support operations. The alerts should send notifications to make it easier for your customer service team to improve ticket management. These alerts may include things such as new ticket assignments, required approvals, customer replies, and ticket closures.

## **Ticketing System Software Solutions**

There are a variety of ticket management systems available today. Take a look at these service providers to see what additional features they have to help you.

### **LiveAgent**

Using LiveAgent you can automatically turn all of your communications with customers into tickets. Everything is organized and transferred to the appropriate employee or shared inbox to help streamline information across departments. This platform also offers a forum, knowledge base, and FAQ tool to supplement the ticketing system. It is available for just \$9 a month.

## Front

Front connects your entire customer service department by creating help desk software that can be shared throughout your team. The ticketing system includes shared support in boxes that any employee can view. Shared and boxes also make use of individual email addresses to collect service request into a central inbox. Individuals can then find tickets to themselves and respond to it from their personal email address. Front is available for \$15 a month.

## HappyFox

HappyFox offers a ticket automation feature as one of its primary offerings. The ticket system includes pre-filled ticket properties to make it easier for customer service reps to create and assign tickets. It also includes ticket templates that can be shared with reps across an entire team to help create a uniform layout for all of your tickets. This helps to create consistent branding across your customer service team. You can access the service for \$29 a month.

When it comes to choosing a ticketing system that is right for your company, you need to find a balance between the urgency of responding to customer requests with the realistic response time of your support agents. Without setting customer expectations correctly up front, no tool will be able to help you.

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