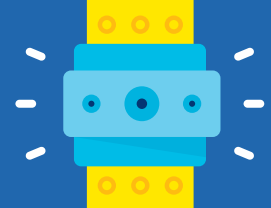


A TALE OF TWO ISSUES

How Issue Tracking Software Keeps A Small Leak



From Turning
Into A Flood

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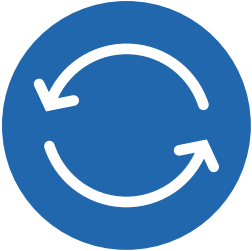
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How You Can Resolve Your Issues

Introduction

From the moment an issue pops up at your organization, it can take one of two routes:

It goes unnoticed, no one responds right away and it festers in your system, growing more damaging and difficult to resolve.

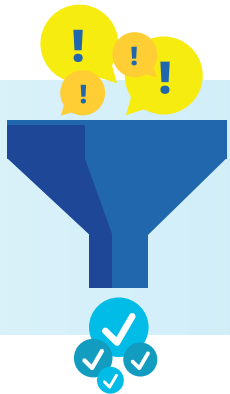


OR



Your software solution records the issue immediately and flags it with the necessary individuals or teams, who can nip it in the bud before it gets any worse.

This is true of any kind of action item, from a customer complaint to a hiccup in the workflow to an issue that's been lingering or bouncing around for months.



With Issuetrak's software, organizations siphon all these concerns into a funnel that leads to speedy resolution – as opposed to letting their issues seep through the cracks.

Let's examine how one issue can travel through a company – both with and without tracking software.

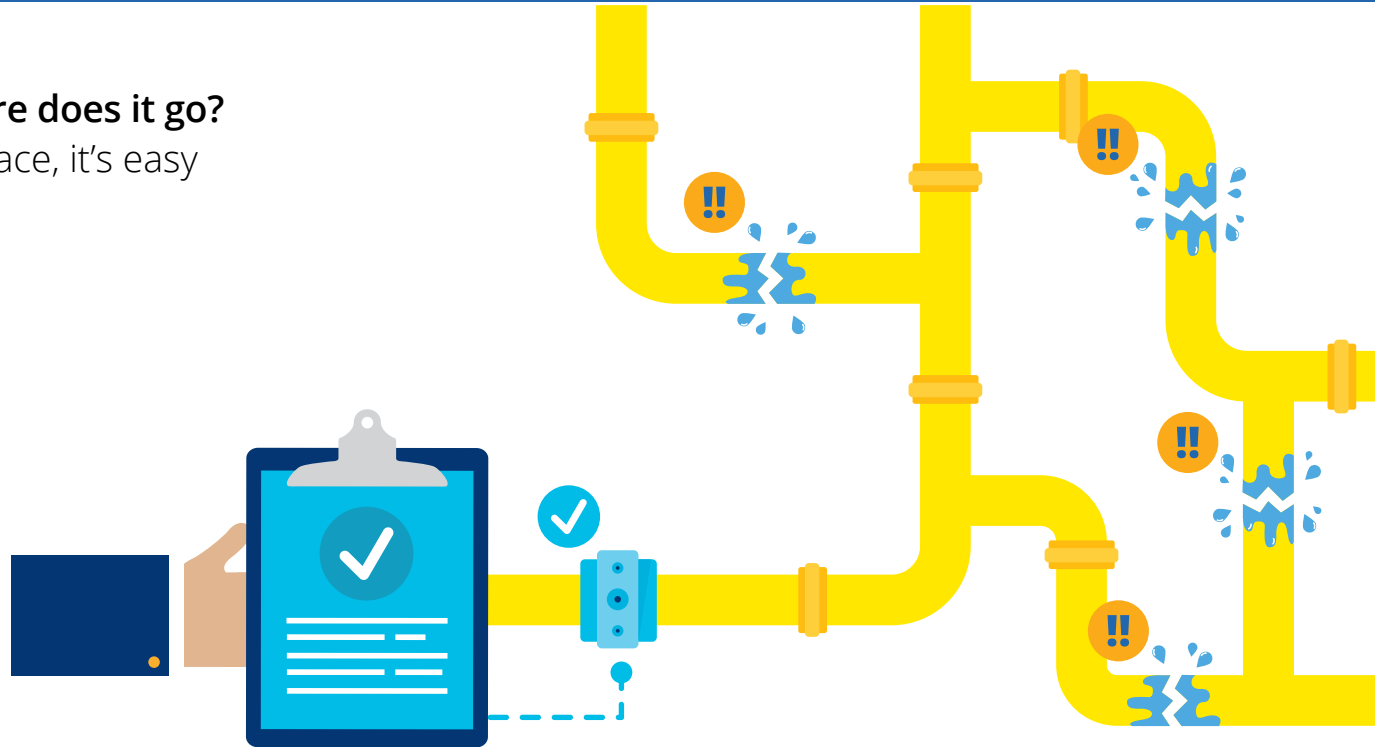


Company A: A Customer Complaint Emerges And No One Takes Over

When a customer files a complaint, **where does it go?**
Without the right software platform in place, it's easy to overlook such an event.

If you log complaints manually, you have to be on top of each one right away.

Think of it this way: When you have a leak, you've got to identify it immediately. That can work fine if there's just one leak and it's easy to see, but what if there are several? What if there are tiny ones that you can't see? And what if there are huge ones that need more immediate attention?



Company A doesn't have issue-tracking software, so when a customer calls or emails to complain about service or shipment, there's a higher chance it will slip under the radar. That can also apply to internal issues like IT tickets or workflow disruptions.

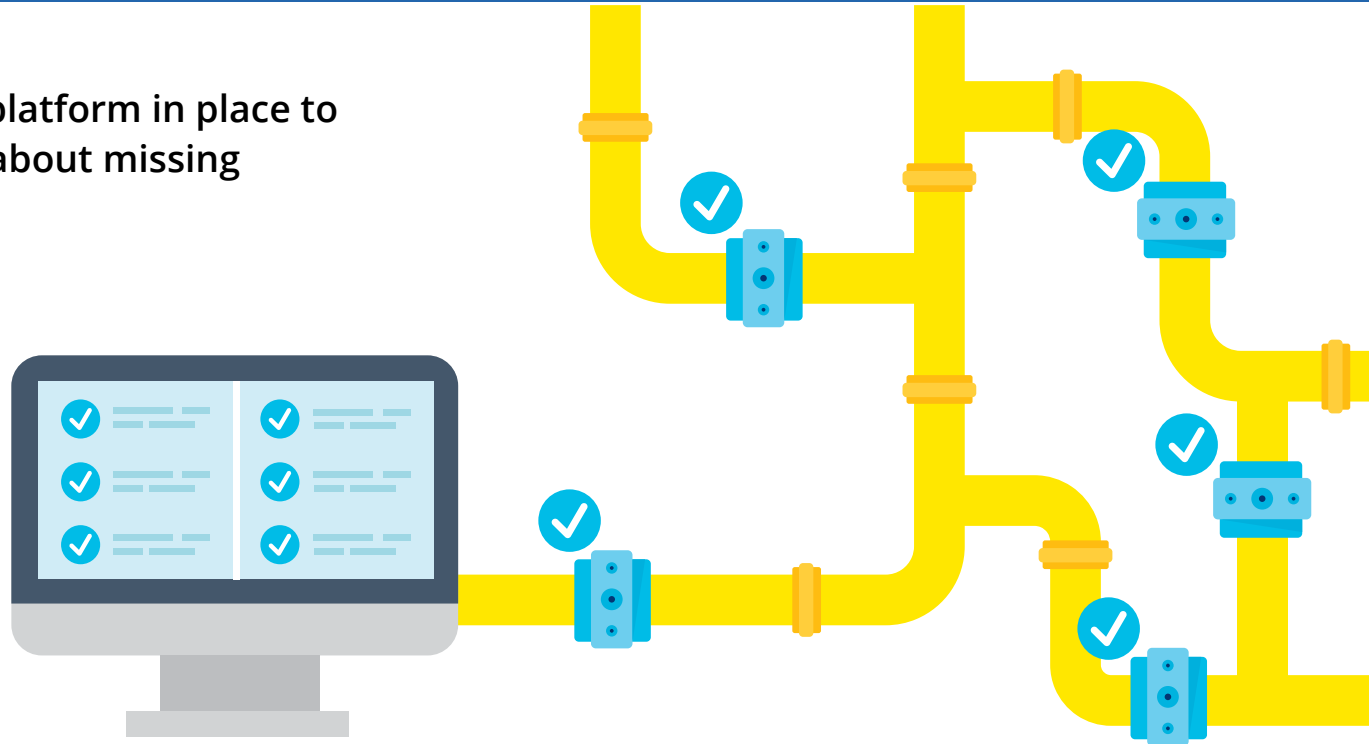


Company B: Issue-Tracking Software Kicks In

When you do have a strong software platform in place to track issues, you don't need to worry about missing anything right off the bat.

If a customer has a complaint, that message is automatically logged and flagged from the moment it arrives.

This is like having a **leak-detection system** – rather than relying on slower, manual processes to identify, gauge and label each problem, the software is able to catalog them on an ongoing basis.



Because of Company B's issue platform, each new issue that drips in gets its own tag. **That means none will go unnoticed or receive attention without a status update.**



Company A: Without Reminders, The Issue Grows

Under the manual system, even when you identify and log the complaint right away, there's nothing in place to ensure anything is done about it. Whether it's an isolated complaint or an ongoing concern, **the issue lingers unchecked and the problem persists.**



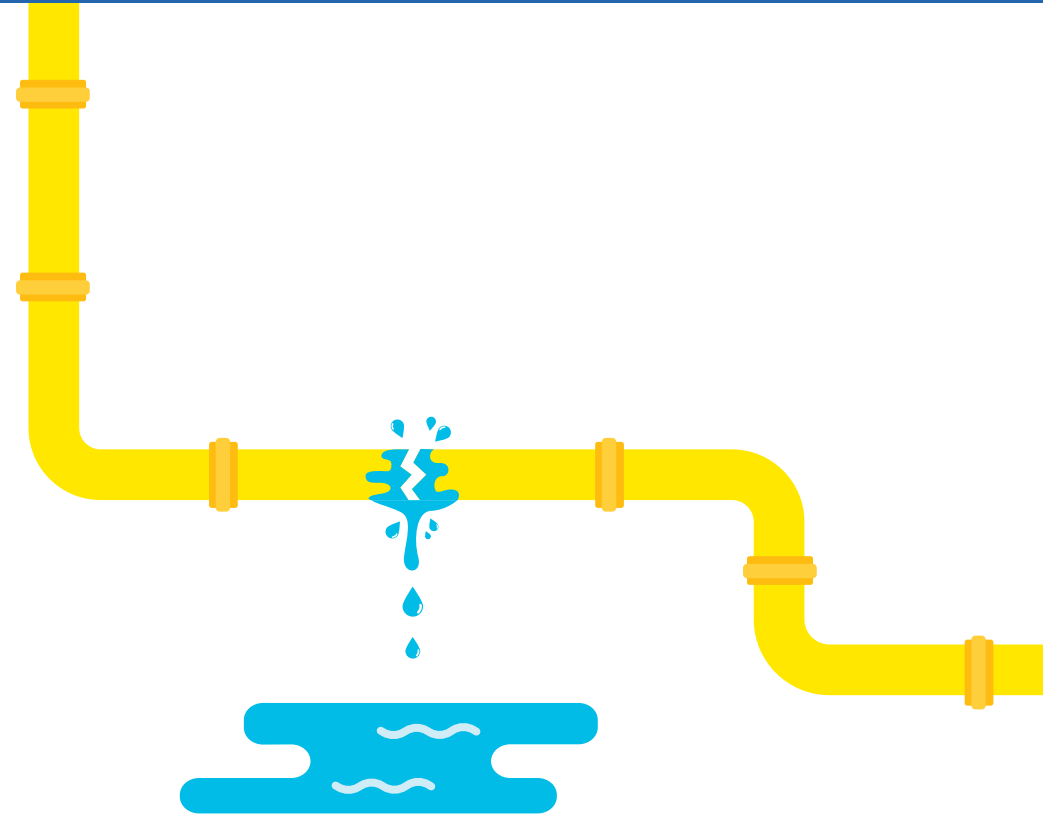
According to New Voice Media, U.S. businesses **lose a collective \$83 billion a year** through bad customer service.



Almost **60 percent of customers** expend moderate-to-high effort to fix their issue, according to Harvard Business Review.



Only **28 percent of dissatisfied customers** stay with that company.



Company A's inability to address this customer complaint or handle new ones in the meantime has led to sunk costs. **In essence, the leak grows – now there's a puddle that can spread across the floor.**



Company B: Software Platform Helps Prioritize Issues And Guarantee Resolution

Issue-tracking software can assign tasks, manage workflows, log updates when an issue is resolved – or not – and escalate items that have remained unresolved for too long. It's easy to see issues through to resolution with this platform because everything is organized, accounted for and flagged when action is necessary.



That means you can plug your leaks before they turn into a stream – and before they have an effect on other parts of the organization. As a result, you can also handle new leaks that pop up far more easily, since there aren't any lingering issues you have to tend to first.

For Company B, that's good news:

- It tags and tracks the complaint immediately.
- It tracks other complaints as they emerge, as well as other issues, without compromising priority.
- It flags items that haven't been addressed quickly enough.



Company A: Having Gone Unresolved, The Issue Becomes The New Normal

What are the outcomes for issues that linger in your system without the proper attention?



Customer-facing concerns result in lost business: **82 percent of customers** abandoned an organization after a single poor experience.



Additionally, **48 percent of unhappy customers** share a bad experience with at least 10 other people.



Your organization adjusts to its hampered performance, **effectively setting the bar lower and accepting disorganization.**

In essence, that leak turned into a puddle and that puddle seeped into the floorboards.

Getting it out will take a major overhaul – which can be costly, time-consuming and which may not even solve the problem.

For Company A, failing to resolve that one customer complaint resulted in lost business, a blow to its reputation and possibly even lower internal expectations for its own service.



Company B: Stay On Top Of Issues And Learn From Mistakes

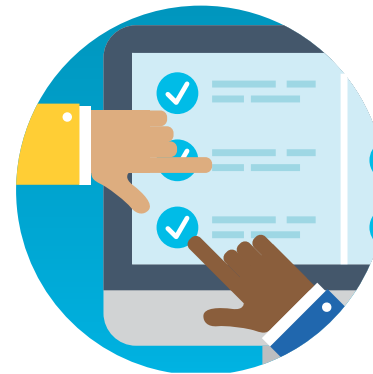
It isn't just about keeping issues from growing – it's about fixing your broken workflow processes and preventing problems from recurring. With issue-tracking software, staying ahead of problems means:



Documenting results.



Remaining compliant.



Finding areas for improvement.

In other words, you don't just patch up your leaks – you can start to find the weaknesses in the pipes and address those, stopping the problem before it happens. If nothing else, you keep those drips from corroding your processes over time.

Company B managed to resolve that complaint right away thanks to its issue-tracking software

– and the business was able to address other concerns and action items that developed in the meantime.

Now it can work proactively to keep those problems from happening again.



How You Can Resolve Your Issues

No organization will go through its life without unplanned problems. So instead of taking your chances, invest in a platform that does the administrative work for you. No software can make an angry client happy again or resolve an HR issue – that takes your professional touch. **But the right software makes it easy for you to identify, organize and track those issues on a rolling basis.**

Better still are the products that wrap issue-tracking into business process workflow management, customer support, help desk and other admin tasks. Issuetrak's platform does all that for a wide range of organizations – large and small, and across industries.

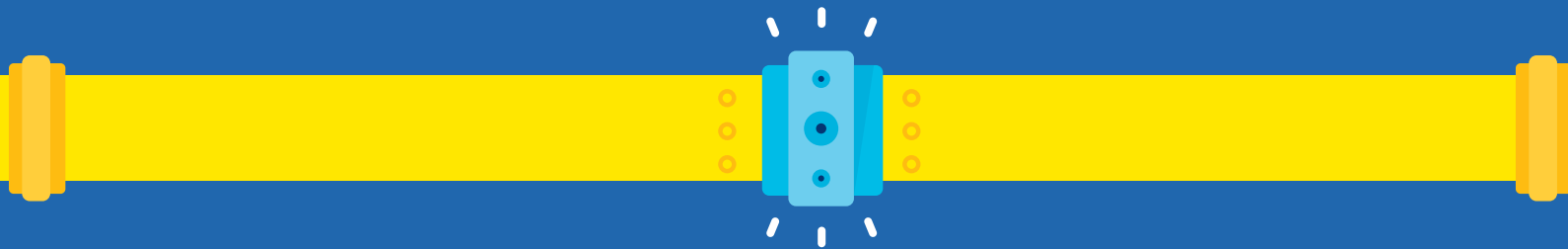


To learn how Issuetrak can help your team improve its efficiency and stay on task, [set up a demo for free.](#)



The logo icon for IssueTrak, featuring a stylized blue and yellow mountain range or wave pattern within a square frame.

issuetrak



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