

# What Makes You So SaaSy? Seek These Top Issue Tracking Features for Your Help Desk

## Choose The Right SaaS Solution for Your Organization

This guide explores top competing software as a service (SaaS) providers to help YOU consider the best-suited features for your help desk's needs:

- Automation and customizability
- Size to scale
- Deployment-type offerings
- API Integrations
- Security
- Device access and usability
- Customer support ratings

When it comes to choosing the right issue tracking software, you might ask yourself: Is this software company partnering with my business for the long haul? How can I be sure I'm getting the right solution to handle my help desk's ticket load? Here you can read up on [how our team supports you](#) when you choose to partner with us. But if you're still looking, read on for a comparison of features between issue tracking software.

## What Is an Issue Tracker?

Who do you rely on to design, build, deliver, operate *and* control your issue ticket services?

Issue tracking software helps you manage tickets in a couple of ways. It triages your clients' problems and assigns the most qualified employees to solve them. Prioritizing, categorizing, and assigning issues are mainstay features for most issue tracking platforms. These capabilities should also be priorities for you when choosing software. If the basics of issue tracking are covered, the rest of the software should fall into place.

## Every Good Modern Software Provider Should Offer These Staple Features

### Automation

Automated ticket issue software is at home in the modern digital workplace. It helps you create business workflows based on triggers you define. Once you classify customers' issue types and subtypes, these automation workflows practically process themselves.

## *Where Do You Get Your SaaS-iness? Top Features of Issue Tracking Software Solutions*

By enrolling employees to troubleshoot at different stages of the workflow resolution chain, you cut back on time spent performing manual labor. You save money in the long run. You also delete any tedious, time-consuming, repetitive jobs.

Automation is great for customer engagement, too. Automation sends issues on a guaranteed path of consistent progress updates, whether by message or a phone call. A SaaS platform ensures a positive customer experience without forgetting the human element of service.

### **Customizability**

Great software really falls into place with customizable features. You'll want to collect data from your customers in a language branded to your business. By regulating the forms, jargon, and specific information fields you need to capture, customized help desk software puts you on a faster track to resolving issues even before they're in the door.

Any modern software should be able to offer you the staple features of organizing, automating, and customizing your issue tickets at a competitive price—and if they don't, you're better off putting your money in a software platform that does.

See [features that make for good support desk software](#).

## **Look For Specialized Features When Choosing the Best Issue Tracking Software for Your Brand**

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- **Automation and customizability**
- **Size to scale**
- **Deployment-type offerings**
- **API Integrations and GUI**
- **Security**
- **Device access and usability**
- **Customer support ratings**

### **Size might matter—and so does the price.**

For SMBs

A free tool may be [a better match for startups](#), but an enterprise? You're going to need something more robust. [Spiceworks](#) is a great free tool with competitive features and [HelpSpot](#) offers wallet-conscious rates.

If you're a business looking to grow, however, you'll want to consider a more scalable option beyond the basics.



## Where Do You Get Your SaaS-iness? Top Features of Issue Tracking Software Solutions

Many SaaS providers follow a “one-size fits most” approach, so for [small and medium businesses seeking a scalable solution](#), SolarWinds, SysAid, Freshdesk, Kayako, and Jira are worth a deeper dive.

### For Larger Enterprises

Larger scale corporations might opt for heavy hitters like [Zendesk](#) and [ServiceNow](#) who—beyond the flashy, high-quality reels on Instagram—offer diverse software services. These services often come at a steep price point, too. Zendesk, for instance, gates its round robin and task manager as for-sale integrations, which, while comprehensive, come with the added fee.

Large-scale software operations also offer perhaps too much complexity for the needs of a smaller or even medium business, as we’ve heard from customers who’ve moved to Issuetrak:

*“I looked at other systems and they didn’t have the capabilities we wanted, or I wasn’t comfortable implementing them with our network or using them with day-to-day operations.”* -Technical Services Manager at Neptune Equipment

With certain vendors, you can access on-demand features and helpful resources that competing SaaS agents, like LiveAgent, only offer with a premium price. **Seek out perks like unlimited end users, no agent minimums, unlimited tickets, and/or an advanced task manager**, as offered by Issuetrak.

If you don’t need all these features or you’re on a starting budget, parse out your greatest needs and choose a SaaS to cover your bases accordingly.

## Get Practical: Which Deployment Type Best Suits You?

Discover your best option: guided with cloud? Or self-hosted with on-premise?

### Head in the clouds?

While on-premise is here to stay at Issuetrak, that's not the case for every software vendor.

There are those like [Freshdesk](#) who are likely highly specialized in cloud hosting because they limit their service strictly to the cloud. As of 2022 and early 2024, both Spiceworks and Jira (respectively) are phasing out their on-premise offering to maximize their cloud-hosted option. If you prefer to host on-premises (especially for institutions handling highly sensitive data), your options are increasingly limited.

### [Don’t limit yourself. Keep your on-premise hosting option.](#)

Prefer an on-premise offering?

[With the world converting to cloud](#), you’ll start to notice a lot of SaaS companies altogether abandoning the on-premise ship for their software. Who’s left to offer on-premise services?

### *Where Do You Get Your SaaS-iness? Top Features of Issue Tracking Software Solutions*

We do. So do [SolarWinds](#) and [SysAid](#). But if you were hoping for another SaaS company, the choices are slimming. It's no big deal, though—because those who continue to offer on-premise also provide excellent capabilities that will endure, no matter what digital takeover they face.

If you're an on-premise fan, then obviously you won't be able to partner with [Freshdesk](#), [Jira](#), [Spiceworks](#), and some others who, as we mentioned, do not (or very soon will not) offer an on-premise option. While these SaaS providers find value in providing you with a specialized software solution in their singular cloud-only environments, we value your right to choose.

### **API Integrations Make Things Easy.**

Many SaaS solutions offer API integrations with email apps and third-party messaging tools. If you aren't code-savvy and you rely on a third-party web developer for your site, you likely don't have a coder on hand to develop extensions, plug-ins, and apps.

Weigh your resources against the available integration options. A developer on your team gives you some freedom to choose API Integrations, code-based or non. Otherwise, an integrative API using Zapier is code-free, making it easy to set up "if-then" actions between your site and other web applications.

Most modern SaaS providers should offer updated API integration capabilities. But just in case, be aware in your shopping journey of outdated APIs requiring copy-paste coding.

Instead, opt for an API supporting Zapier (or similar integrations capability) which links communications between disparate databases at the click of a button.

### **Security Blockers or Blockers to Security?**

Take note of whether MFA or other anti-breach measures are included in your subscription!

Cyber hackers are a serious issue—[one phishing email targeting 21,000 users](#) even bypassed Microsoft Exchange's email security. No one is exempt. A mix-up could have happened to anyone. It did to [one Jira engineer](#). It also happened when [hackers penetrated Fortune 500 companies](#) in a breach that went undetected for months.

All SaaS companies maintain security—but some handle the outbreak better than others. Many only offer extra security layers at a higher tier (and price point).

SolarWinds, for instance, offers onboarding only at the Enterprise level. HappyFox limits the number of tickets per tier that your customers or organization can create, which at a lower rung, risks leaving you SOL when a real problem hits.

Look out for SaaS providers who make the grade for SOC Types I and II Compliance. When you get on a demo call, be sure to have the rep specify the security protocols in place to safeguard your sensitive data.

Read about Issuetrak's [15.8 release](#) featuring our long-standing MFA, now upgraded with a 1-time password.

## Consider Usability and Native Vs. Hybrid Apps: The Way You Access Help Desk Might Determine the Best SaaS Choice for You.

The future is mobile. Interacting with ticket distribution is now accessible from wherever you are with your phone—or so they say.

Spiceworks used a simple design with toggle settings for push notifications on the status of an issue. Sadly, its unreliable ticket creation landed its mobile usability at 3 out of 5 stars—the possible cause of [Spiceworks' mobile help desk app deprecation in 2020](#). Case in point: mobile apps connect communities to a SaaS easily, but make sure the functionality meets your standards.

[Native apps may be highly tailored, but can be difficult and expensive](#) to maintain and access if you don't have a developer on hand. Hybrid apps may at times be clunkier in performance but function across multiple platforms. Knowing if an application is programmed natively for your workplace's iOS devices, or is a hybrid application across windows, Mac, etc. will highly impact your decision.

Consider a help desk software with built-in features rather than one still relying on outside integrations for fundamental functions. By eliminating extra steps, extra costs, and platform hopping, you'll crank through help desk tickets sooner.

## Issue With Your Issue Tracker? Seek High-Ranking Customer Support.

If IT support is a make-it-or-break-it factor for your company, seek [a SaaS solution known for delivering fast and stellar service](#). You'll want to steer clear of ones who, despite excelling in some spheres, get knocked once or twice for lackluster support.

SolarWinds or Zendesk suit large companies but won't knock your socks off with customer service (so [reviews](#) say), while HappyFox will greet you at the door with cookies—but only for the price of executive membership. Let's not think about the long threads and wait time of a support system limited only to email and forum (the zero-human contact notwithstanding), such as seen with Spiceworks.

*"One thing is the irony that [Zendesk is] a Customer Service suite, yet they have poor customer service." 3-star review, G2, SMB Customer Care Manager*

## Ask The Right Questions to Gauge Customer Service Levels.

Not many issue tracking solutions provide you a dedicated account manager from the first discovery call to beyond product implementation. (Well, we do.) Finding the right vendor comes

down to asking the right questions. While you're shopping demos, ask: *what is support like?* Each vendor will naturally tout themselves as the G.O.A.T. – but ask anyway.

Call their support line and take notes:

- Do they answer quickly?
- For how long are you on hold?
- How long does an email response take?
- Would a purchase include a nice bucket of managed service hours to help you set up and troubleshoot along the way?

You'll quickly whittle down a reliable list of the SaaS provider who's in it with you for the journey, versus those who just say so.

See: [The Benefits of Customer Training](#)

### **Find Proof Of A SaaS's Support Potential.**

Before selecting a vendor, find your social proof. Browse social media profiles and software review websites ([Capterra](#) and [SoftwareAdvice](#) come to mind) for a good tip-off of a SaaS's true service potential and insight to their rankings and testimonials. We make it no secret to showcase [Issuetrak's 98% satisfaction score](#), <20 second response time, and 99% recommendation rate, not just to show off, but to present the values we truly offer consumers.

If you prefer insourcing, seek a more homegrown company. We can all agree it's infuriating to land a third-party support person who doesn't have a clue about you or your product. For all [ServiceNow's](#) fanfare and posh, they still [rely on third party implementation](#), giving customers a thickly-veiled glimpse of the support they're receiving at installation.

[Insourcing offers the best of everything](#), from wide availability to prompt, precise, quality support for requests. It also guarantees better control over a SaaS company's decision-making process and better scope to offer you solutions faster. Issuetrak prides itself on a 100% US-based support team right in our Headquarters of Norfolk, VA, so you'll recognize and rely on the team member you're talking to *every single time*.

### **Last Piece of Advice? Match The Services Provided to The Services You Value.**

It may take some study, but the payoff is worth it to side with a software built to suit your needs. While the bulk of SaaS vendors offer competitive features, you can compare and pare down the list to find the one just for you.

Most of all, your chosen SaaS provider must be in it for the long run, so don't settle until you have all the features you need for success at your [help desk](#), [complaint management](#) or [support desk](#).