



# The Secret Ingredients of Successful Ticket Management

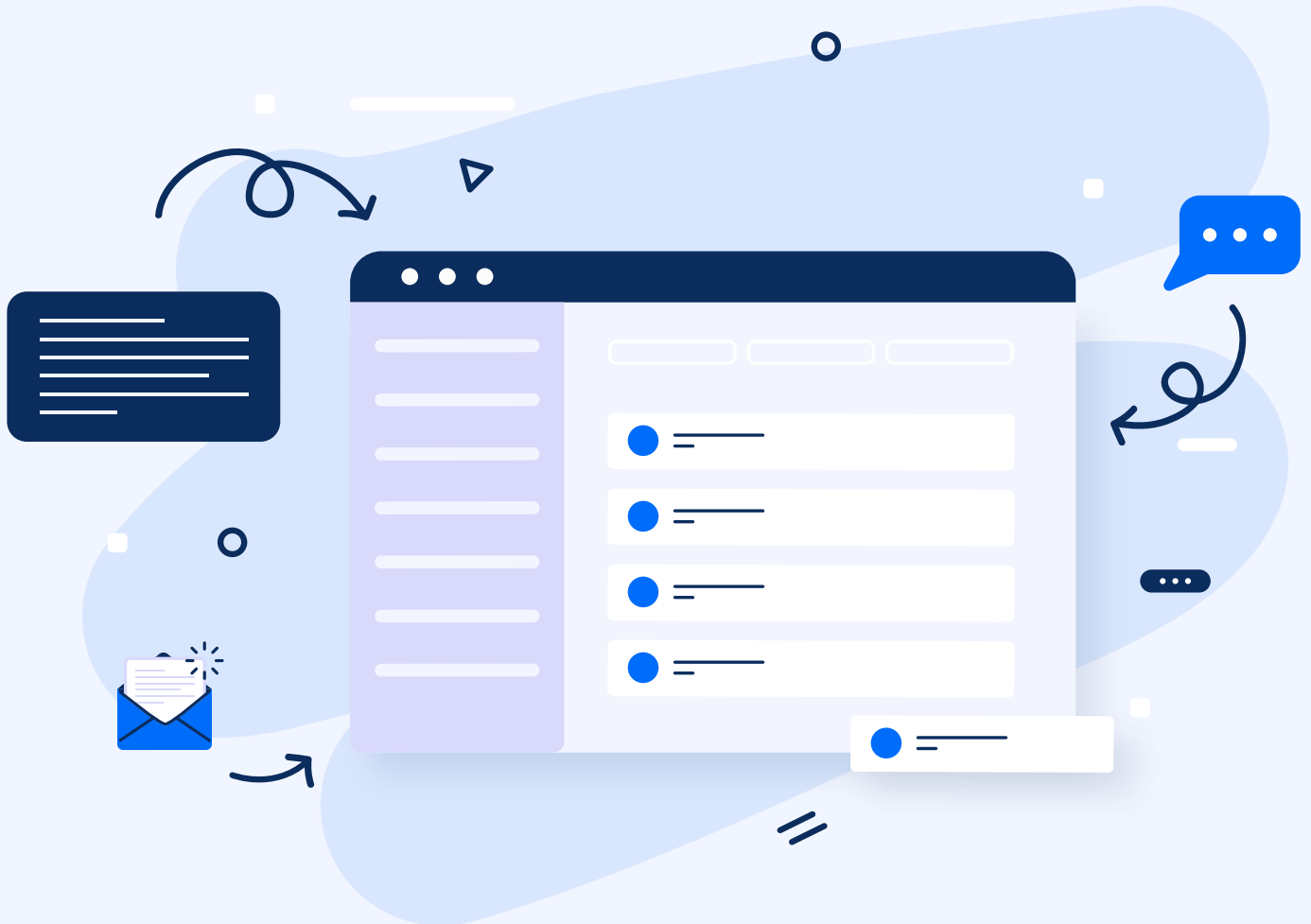
## Introduction

Over the past decades, customer experience has become a critical component of any business' success. Covid-19 has accelerated the need to develop optimal customer service and journeys that cater to an ever-growing demand for a better, more personalized and multichannel experience.

In a competitive world that is embarking on digital transformation, consumers are gaining more relevance and are a focal point in every corporate digital transformation strategy. Ensuring that customers are satisfied shouldn't be taken lightly. Customer experience has become a major brand differentiator with [one in three customers stating that they would leave a brand after one bad experience](#). This can prove costly for companies, as the cost of acquiring a new customer is [seven times more](#) than maintaining an existing one.

A key element of meeting customer demands is the ability to swiftly reach out to them in the channel and device of their choice, be it phone, social media, email or on a website. Customers want to contact companies on their own terms, and they want their requests to be answered swiftly and in a personalized manner.

As with many processes in customer service, the quality of the ticketing system can determine whether the experience is positive or negative for a user. Not only that, but ticketing systems can also be instrumental in enhancing customer retention and team performance.



Ticketing systems are the tools that monitor and document customer interactions with customer service representatives and help manage the flow of incoming contacts from varied channels.

**[Ticket management systems](#)** process and catalog requests, tracking the progression of each case from its inception to its solution and closing. Once closed, the case remains archived in the system so that repetitive requests can be utilized to generate frequently asked questions (FAQs) or assist in future requests.

All this contributes to delivering swift customer service that is essential to maintain an optimal customer experience. It is therefore imperative that businesses invest wisely in delivering a positive customer journey.

**[Companies that earn \\$1 billion a year](#)** earn an additional \$700 million over three years by investing in customer experience; and developing a top-notch ticketing system is a key step in optimizing this experience.

# The Key Benefits of Ticketing Systems



## Unparalleled scalability & performance

[Ticketing systems](#) are essential for customer support teams looking to organize and improve performance. They can **organize large volumes of requests in centralized systems** that can catalog support queries and enable agents to easily manage and prioritize cases.



## Single platform for all channels

Another important element of ticketing systems is that they are designed to work **seamlessly through multiple channels**. This way, customer communications and queries can be consolidated in one thread where the user can decide the channel of preference, and even if different agents and channels have been used in the process, all communication is stored in one specific ticket.



## Spot-on support in multiple languages

This can help businesses keep up with constantly growing customer service standards. Along with being able to carry out actions on multiple channels and different languages, these standards also include swiftness and clarity when it comes to knowing when customers will receive a response or case resolution.

However, businesses must ensure that their ticketing systems are of the highest standards, in order to maintain or surpass customer expectations. This means reducing the number of unsolved tickets and ticket resolutions and catering to customer commodities. In order to reach standards, businesses are looking for innovations in technology that can further their progress.



*Agent assist solutions that leverage AI can shorten resolution times thanks to workflow automation and real-time insights and suggestions that agents can use in one clock. All of this translates into time and cost savings, higher answer confidence and an overall increase in customer trust.*

## What businesses expect with modern agent assistance

Businesses are already aware that innovative technology, such as IVR, or [on-premise ERPs](#) can streamline essential processes and help businesses reach their objectives. This is why many companies are now looking for software that can help them refine other facets and processes such as their customer support ticketing systems.

Agent assistance solutions are becoming a necessity for companies in their mission to optimize their customer service. These solutions consist of value-adding technologies that play a key role at strategic moments of a contact center agent experience. By helping agents save a few seconds or minutes of time, efficiency increases considerably and so too does the whole customer experience. Agent assist technology has the dual role of simplifying an agent's everyday workload, subsequently boosting the customer journey.

Agent assist software can help agents collaborate with other agents during handoffs, provide relevant information to help agents, boost confidence by quantifying and rewarding case resolutions, or automate workloads to save time and resources.

When looking for cutting-edge solutions in agent assist technologies, Artificial Intelligence (AI) is playing an integral part in any field-disrupting strategy. In short, AI is becoming a must-have for agent assist technology solutions.

AI can combine technology stacks to help deliver cognitive support while leveraging its machine learning, Natural Language Processing and Analytics capabilities to connect, predict and assist customers.

# How to Improve a Ticketing Management System

*Ticketing software records and tracks customer support requests. It offers features that allow users to prioritize requests, automate workflows and task assignments, and monitor the progress of requests. However, these ticketing software are not self-sufficient and require active management so that they don't become backlogged with unresolved requests.*

*With this in mind, new expectations are set when looking to implement a smoothly operational ticketing system.*

## Omnichannel ticketing system

Customers use multiple channels to engage with their brands. They constantly switch from their phones to their tablets or laptops and their smart devices. When interacting with a brand, they still expect every conversation to be considered one continuous dialogue.

Omnichannel ticketing systems are essential for customers to gain consistent information on the channels of their choice and in a seamless way.

## Automated processes

Automation is essential for ticketing systems. By automating responses and providing immediate feedback to customers, support teams have more time to handle complex queries and personal interactions with customers that are often reduced due to the need to carry out manual administrative work.

You can combine automation with human intelligence – for instance, [Inbenta's Messenger](#) assists human agents with responses. [Natural language processing \(NLP\)](#) is used to assess the content of a ticket, and provide suggested responses, saving the agent time.

## Ticket Prioritization

Some customer request ticketing software have functions where you can configure rules for automation. These rules can also be used when prioritizing customer queries.

Whether it's a first-in, first-out approach to chronologically cut down on the backlog or a ticket management system based on urgency, businesses must set a ticketing system that can capture the important information on a query and categorize it to determine the urgency. For example, this can be through keywords in the issue at hand or if a customer profile is premium or VIP.

The triage and categorization of tickets can also be tiered depending on their complexity, so that simpler issues can be handled by less experienced agents or chatbots while more complex issues are handled by specialists or small teams. It is important that any tiered approach that includes handoffs are done seamlessly so that customers don't have to repeat themselves, whether the initial receptor is a human agent or a chatbot.

Additionally, when businesses have strict service-level agreements, ticket management systems can also set up alerts for unresolved queries, to make sure that the service is delivered in the timeframe that has been confirmed to the customer.

## Systems collect all the required information

Ticketing systems contain fields such as contact details and descriptions of the issues that need resolving. However, they can also have extra fields that can provide more information on a specific query. The more information, the better it is for an agent when they receive the query and need to resolve the issue promptly. Again, these fields must be integrated with omnichannel customer support capabilities to deliver a seamless and high-quality service.

## Self-Service

An effective way to avoid inundation of requests is by implementing measures that enable customers to help themselves before they submit a report request. By providing the means for customers to do this, businesses can eliminate the issues that are raised by customers repetitively.

A comprehensive “frequently asked questions” (FAQs) page is a popular way of communicating this information to customers. Typical FAQ pages consist of a list of common questions from customers where these can scroll through the questions, find which one is relevant to their query, and click to find the response.

These sections can be built using tools like [Inbenta's Knowledge Management System](#). Tools like this one are easy to update and navigate with a search bar and can provide performance analytics.

[Chatbots](#) can also lead customers directly to the information they need after answering a few simple questions. This has the added advantage of being open to analysis by the NLP software.

## Recorded data with actionable insights

When using technology, the importance of leveraging data for actionable insights must not be underestimated. Most ticketing systems allow you to generate reports on KPIs, like ticket close rate, average resolution and average response time, for better decision-making.

It is recommended to look for trends that have led to long resolution times or lower customer satisfaction scored to see how to improve them and to see successful cases to use as benchmarks.

Most of the expectations from business are intrinsically linked to the importance of managing growing customer expectations. The ticketing system they choose must be able to deliver swift and consistent communication over multiple channels, and to keep the customer informed regularly on how the process is going. From all the points mentioned, special attention must be given to the importance of omnichannel capabilities, as it is a feature that can define a successful or unsuccessful strategy when improving a ticketing management system.

# Omnichannel ticketing systems



While we have already mentioned the concept of omnichannel capabilities, it is best to understand what it is and how it best applies to ticketing systems.

## Omnichannel ticketing system

Omnichannel strategies are multichannel approaches that are made to deliver seamless experiences for the customer. This does not mean the development of a universal brand experience, but rather a tailored experience where the customer's behavior determines the next thing they see or how they continue communicating with the brand. The channels they use will dictate how they receive their information, so that the experience is not always the same, but it must almost be of a high standard.

Many companies fail to deploy proficient omnichannel experiences, and they do so at their own risk. Customer expectations have changed, and these increasingly expect consistent information to be accessible regardless of the channel they choose to engage with.

[Research from McKinsey & Co.](#) shows that more than half of customers engage with three to five channels during each journey they take toward making a purchase or resolving a request. Additionally, the same study states that the average customer trying to book a reservation for accommodation online switches nearly six times between websites and mobiles. Another study from Harvard Business Review states that [73% of all customers use multiple channels](#) during their purchase journey.

However, customers do not only use multiple channels to engage with brands, but they expect these engagements to be seamless in case they switch from one channel or device to another, hence the difference between multichannel and omnichannel.

# 73 %

of all customers use multiple channels

(source Harvard Business Review)

# The Benefits of omnichannel ticketing systems

There are numerous benefits companies will witness by ensuring that they have omnichannel ticketing systems. Here we will showcase some more :

## Better customer experience and brand loyalty

[Nine out of ten consumers want an omnichannel experience](#) with seamless services.

As there are more touchpoints, there is also a greater need to deliver seamless integration between these touchpoints. By breaking down walls between the channels, customers are empowered to interact with companies in a way that feels natural to them.

By efficiently resolving queries and allowing customers to access a brand from the device of their choice, customer satisfaction increases and so too does brand loyalty.

## Simplified management

While it may seem complex to integrate channels into one seamless experience, omnichannel capabilities centralize disconnected systems and channels to help management get a holistic idea of a case and to also make the most of analytics and data to make better-informed decisions.

## Reduced resolution times

Customers value swiftness as one of the most important aspects of customer service. By managing ticketing systems that can encourage self-service, automation and organization of customer queries, human agents do not waste precious time on queries that don't necessarily require their expertise or that may have been better coordinated with a proficient triage ticketing process.

Customer queries can be resolved faster, having an immediate positive impact on customer and employee satisfaction

## Increased answer consistency

A consistent user experience, regardless of the channel, is a key component of a successful omnichannel implementation. As users move between channels to learn more about their queries, they witness various channel experiences. The visual design, tone of voice and content in the answers must be consistent. That way, a user doesn't find different answers depending on the channel that they use, but a seamless and unified response that increases trust and reliability.

## Expanded insights and Data Collection

Businesses can track their customers over different channels and serve personalized experiences by further understanding their habits and choices over a whole journey. Omnichannel ticketing systems allow businesses to gain insights on how to improve their support services and encourage customers to engage more with the brand.

## Easier team collaboration

**70 %** of customers want companies to collaborate on their behalf

(source Zendesk)

Many are annoyed when calls are transferred between departments. Omnichannel ticketing systems let brands improve team collaboration by allowing agents to escalate cases to colleagues if they are having difficulties without having to leave the support ticket. This streamlines workflows and communication by providing agents with context to deliver quality support.



# What does a successful ticketing system look like ?

*Proficient omnichannel ticketing systems, such as Inbenta Messenger, can transform messages from multiple channels like social networks, online forums and consumer sites into an open ticket for a customer support team.*

*Standout capabilities such as predefined workflows can automate email routing, monitor information and easily fulfil SLAs to deliver an omnichannel ticketing system experience.*

*There are several top features that businesses should look out for when selecting a powerful support software, these include :*

## **Email routing automation and management**

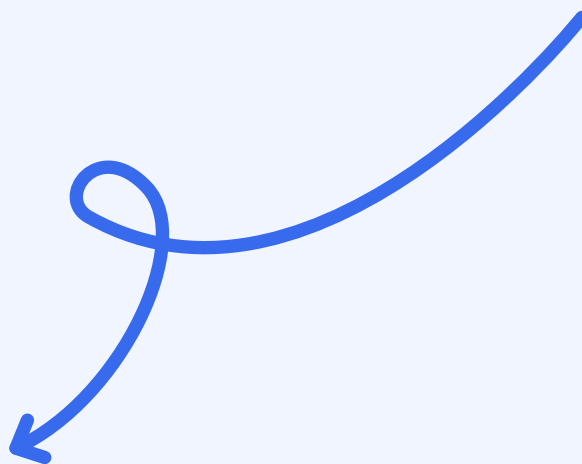
Email is one of the most effective channels for customer service support. Without automation, email support can be very time-consuming. Automated email routing allows your system to automatically convert incoming email messages from users to service support tickets, improving customer satisfaction with immediate receipt confirmation and assigned ticket numbers, and streamlining processes with auto-prioritization and routing based on ticket properties.

Additionally, ticket management systems can convert emails into manageable queues, with the ability to assign and monitor ticket progress among customer agents.

## **Seamless escalation**

A key element of an omnichannel experience is the ability to connect without it being apparent that there are changes in devices or speaking to a different agent. Even if chatbots or automated systems are being used, successful ticketing systems seamlessly connect users to a live agent if necessary, providing this agent with all the necessary data that has been parsed or collected to ensure that the service is personalized and accurate.

Inbenta has combined a live chat solution with a multichannel case management and ticketing system, making it possible to collect inquiries coming from different platforms (social media, website request entries, emails etc.) and convert them into a single thread. It is thus possible to naturally escalate from a chatbot to a real advisor.



## Social Media ticketing

Customers use different channels to contact their brands. Social networks, online forums and consumer sites are popular among users, which is why it is an important step when elaborating a ticket management system to guarantee that it can automatically transform messages from these networks and sites into an open ticket for a support team.

## Powerful, easy-to-make integrations

Businesses must respond to market demands quickly to stay ahead of their competitors. Third-party integrations allow businesses to add features and tools that may take them months and extra resources to develop on their own. Third-party specialists already have the refined product

that can integrate with yours to make sure that everybody delivers what they do best. Ticket management systems can connect to third-party platforms via webhooks, APIs and SDK connectors to deliver powerful integrations.

## Direct, instant communication with live chat

Live chat enables seamless escalation of a conversation from a chatbot to a live advisor. Its case management and ticketing functionality converts emails, social and online contacts into a manageable queue, with the ability to assign and monitor ticket progress among your customer service agents. This handy tool provides the right FAQs so your agents can answer with a single click, ensuring they consistently give the correct and most relevant response.



# Adding AI to the equation

*When talking about optimizing technology to improve customer engagement, Artificial Intelligence is a key player in most digital transformation strategies. Ticket Management systems can also leverage AI to deliver better services.*

*Whether by using machine learning, natural language processing, Symbolic AI, Conversational AI or other sections, AI can help transform the ticketing industry, by automating systems, analyzing mass amounts of data and improve customer support and engagement.*

*Here are some of the AI-powered functionalities your support team needs :*

## Pre-approved answers powered by conversational AI

Ticket Management systems that use Conversational AI, like Inbenta Messenger, can analyze the content of a ticket and provide a series of possible and **pre-approved answers from pre-approved FAQs** enabling your agents to respond quickly and with the most appropriate information. With a database of authorized answers, with the option to submit new ones for review and approval, Inbenta Messenger helps your agents solve queries quickly and efficiently, while reducing the time they spend on each case.

## Harmonized answers

The seamless delivery of customer support allows for the **harmonization of answers**. By providing the right FAQs to agents, these can answer with a single click, ensuring they consistently give the correct and most relevant response. This coherency makes it easier to develop one brand voice and add consistency to query resolutions, increasing customer trust.

## Ticket grouping

Solutions like Inbenta Messenger can also make your agents live easier **by grouping tickets that need similar answers, automatically categorizing and assigning tickets** to the right agent. **Intuitive and easy-to-use back-offices** allow agents to prioritize tickets, easily move and reassign them, as well as track every ticket from inquiry to resolution.

## Automatic ticket classification and assignment

Inbenta Messenger can assist in the triage process, automatically classifying tickets and assigning them to agents. This minimizes employee mistakes by providing a tried and tested procedure for them to follow.

Queries and tasks can be assigned to relevant teams that are specifically trained to resolve such cases. You can impose this on new requests in order to keep your queue short, but also use the method to categorize backlogs of unresolved cases into manageable chunks

Sorted and labeled according to priority, category, or frequency, tickets are assigned automatically to specific agents, priority and critical issues are highlighted and dealt with first. Multiple cases can be dealt with at once, and inquiries already processed in the past can be addressed simply with preset responses. All in all, you enable your agents to process more requests in less time, with a greater degree of customer satisfaction.

## Automated answer to basic ticket questions

Some tickets deal with basic issues that can be resolved with automation and subsequently save a lot of time for human agents. The best ticketing systems can automatically handle repetitive queries using machine learning and NLP to understand what customers are saying, and carry out end-to-end transactions and confirmation emails, freeing up time to focus on more pressing concerns without compromising on customer service.

Similarly, some customer request ticketing software will have a function where you can configure rules for automation for event-based or time-based scenarios.

# Conclusion

There is little doubt on the high convenience and benefits of ticketing systems. AI is also being used to facilitate processes and make work easier for agents while saving resources.

When doing so, ensuring omnichannel capabilities is a must, as most customers demand these services and have little scruples on putting their brand loyalty on the line if these demands are not met.

Solidly designed ticket management systems really make a difference. They improve team performance thanks to smarter, centralized workflows. Omnichannel support enhances communication as clients can communicate with brands whenever and however they want, and even if there are multiple points of contact, there is only one ticket and thread of discussion per case, helping develop relations of trust and transparency.

The reporting and analytics capabilities of Inbenta's ticketing systems also allow to paint a picture of how a team is performing and to identify areas for improvement, giving room for better decision making.

Overall, businesses should look for ticketing system software that guarantees user-friendly accessibility, omnichannel support, workflow automation and reporting capabilities. When combined with Symbolic AI, the efficiency of your omnichannel ticket is even stronger.

The technology behind your chosen ticketing system plainly will have a significant impact on the quality of the service provided by a given system, and thereby on your customer service performance. Inbenta's Ticketing module is based on Symbolic AI and uses our patented and proprietary Natural Language Processing technology. That technology enables our Messenger module to understand user requests and questions, regardless of their vocabulary or misspellings, and to provide those users with suitable replies and a smoother, more effective user experience.

**Now that you understand how ticketing systems work, you might be interested in discovering the platform that industry leaders such as Groupon, Konica Minolta or Benefit Cosmetics have chosen to reduce their customer issue resolution times.**



# inbenta

*Inbenta is a global leader in a new class of enterprise AI and semantic search technology for e-commerce and customer support.*

*Powered by natural language processing, Inbenta's products are used by over 250 companies to drastically boost self-service, enhance customer experience, increase conversions, and cut down on support costs by helping customers find exactly what they need.*

*Inbenta specializes in conversational chatbots, virtual assistants, e-commerce search, support ticketing, hybrid chat, and knowledge management.*



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