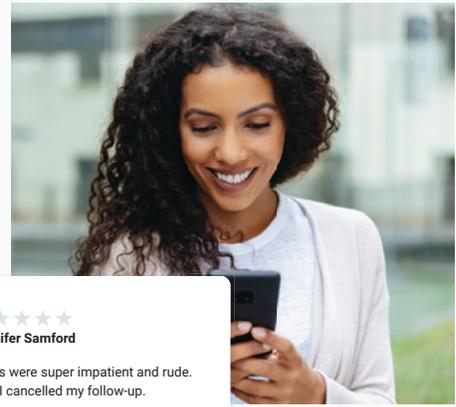


Ticketing: Fill two needs with one deed

Ticketing is a versatile tool that helps assign and resolve customer issues, while providing an easy way for team collaboration. Learn how to set your employees up for success and improve customer satisfaction with these top Ticketing tips.



 **Jennifer Samford** ★☆☆☆☆

The employees were super impatient and rude. I am so upset I cancelled my follow-up.

Assign to

Christine Kim ✓

Julie McDonald

1

Training is key

Training is essential, so don't leave your employees out to dry. Create crystal-clear guidelines over any internal processes related to Ticketing. Set expectations for how tickets should be handled and inform those who are involved.



Ticketing guidelines

1. For any general reviews, please assign the ticket to yourself and respond within 24 hours.
2. For negative reviews or outstanding concerns, please inform your Customer Support Manager.

2

Streamline issues

It's unwise to overlook a customer's complaint. Create and assign tickets to specific employees to avoid confusion. It's crucial to stay on top of customer feedback to improve customer satisfaction, reduce churn, decrease call center load and convert detractors.

Create ticket

Save

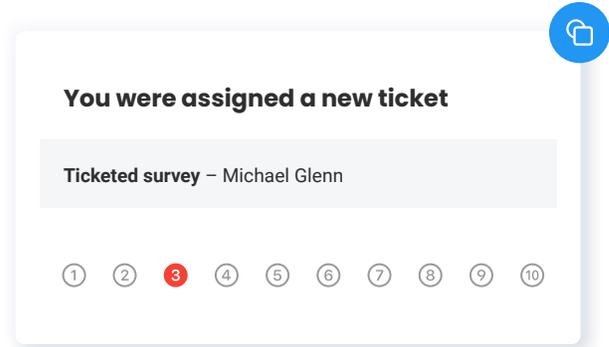
Contact information

Ticket information

3

Be in the loop

Turn on support ticket notifications to avoid unnecessary delays. Keep up with ticket resolution every step of the way by tracking new ticket assignments, comments and status changes. Turn on email notifications under **Account > Users**, then hover over the three dots next to the user's name and click **"Manage notifications."**

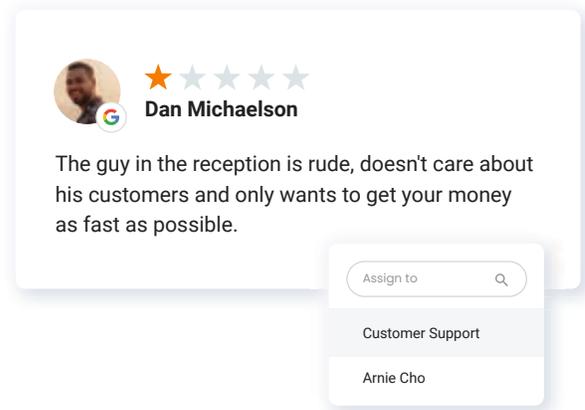


A notification card with a blue header that says "You were assigned a new ticket". Below the header is a grey bar with the text "Ticketed survey - Michael Glenn". At the bottom of the card is a horizontal row of ten numbered circles (1-10), with the number 3 highlighted in red. A blue share icon is in the top right corner.

4

No "I" in team

If there's a team instead of an individual who handles support-related issues, create a group email alias that falls under a team user name. When a ticket is assigned to a team, everyone on the group email will be notified, ensuring the ticket is addressed.

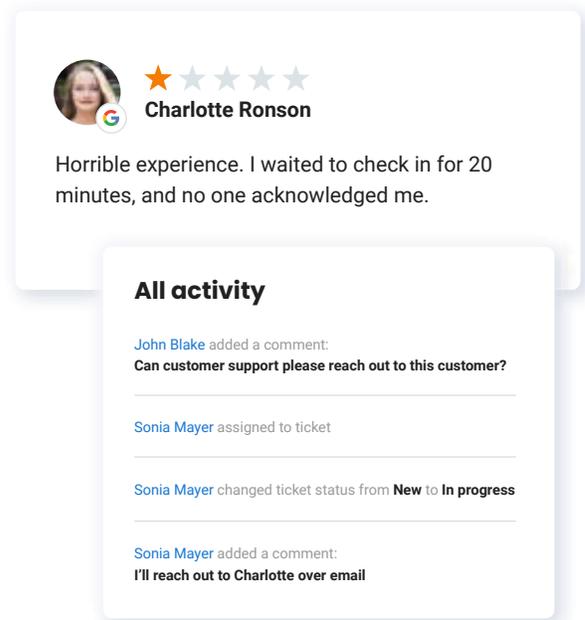


A user profile card for Dan Michaelson. It features a profile picture, a star rating of 4.5 (one orange star, four grey stars), and the name "Dan Michaelson". Below the name is a comment: "The guy in the reception is rude, doesn't care about his customers and only wants to get your money as fast as possible." To the right of the comment is a dropdown menu with a search bar labeled "Assign to" and two options: "Customer Support" and "Arnie Cho".

5

View history

Juggling multiple tickets, then remembering the actions taken to resolve each ticket can be overwhelming. Jot down comments and view a ticket's history by scanning ticket activity. Ticket activity can be an excellent tool for internal collaboration, especially when everyone needs to be on the same page. Go to **Ticketing > View Activity**.

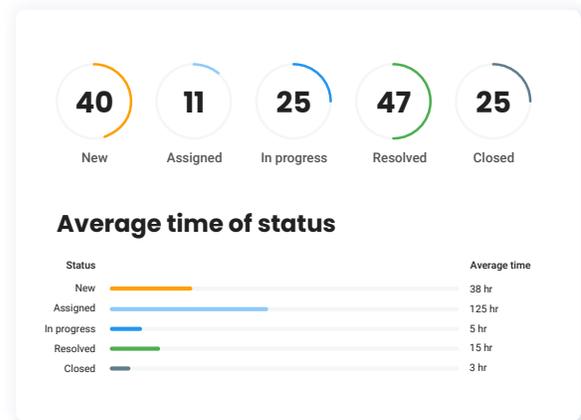


A user profile card for Charlotte Ronson. It features a profile picture, a star rating of 4.5 (one orange star, four grey stars), and the name "Charlotte Ronson". Below the name is a comment: "Horrible experience. I waited to check in for 20 minutes, and no one acknowledged me." Below the comment is a section titled "All activity" with a list of actions: "John Blake added a comment: Can customer support please reach out to this customer?", "Sonia Mayer assigned to ticket", "Sonia Mayer changed ticket status from New to In progress", and "Sonia Mayer added a comment: I'll reach out to Charlotte over email".

6

Serviceable data

Your customers have high expectations and expect top-notch service. Improve customer experience by analyzing Ticketing reports. Make adjustments where needed based on response rate and resolution time, ticket count and ticket status. To view the various reports, click **Reports > Ticketing reports**.



7

Ticketing shortcut

Time is money, and automating tickets can be a timesaver. Automatically create tickets based on custom criteria like review rating or keywords. Auto-creating tickets can be done **only** for reviews, and excludes survey responses. Please contact support to assist with setting up this feature.

New auto-ticketing rule

Conditions match the following:

Review rating 2 stars

Assign ticket to:



Birdeye is an all-in-one customer experience platform that provides businesses with the tools to deliver great experiences at every step of the customer journey. More than 60,000 businesses of all sizes use Birdeye every day to be found online and chosen through listings and reviews, be connected with existing customers using text messaging, and deliver the best end-to-end customer experience with survey, ticketing and insights tools.

Call us at [1-800-561-3357](tel:1-800-561-3357), [schedule a demo](#) or visit www.birdeye.com for more information.