

Global Transcription Resources

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Chris Burris

For Chris Burris, making sure customers are well taken care of is paramount. As General Manager of Global Transcription Resources, a company that provides digital transcription products and services to physicians and attorneys, Burris understands the criticality of responding to customer issues promptly.

"It is important to me that we deliver the highest level of customer satisfaction and at one point we simply weren't," said Burris. "We were relying on e-mail as our issue tracking system and things were falling through the cracks. We had no accountability to ourselves and no way to track things down to an individual issue. Customers had to put their issues in front of us more than once. It wasn't good. We were flying blind and had no way of evaluating ourselves on how well we were addressing customer issues."

Ready to move beyond e-mail and with a vision of what he wanted, Burris began exploring what the market had to offer.

"I researched and evaluated many different packages, but most of them had more functionality and fluff than I needed, and a very high price tag attached," said Burris.

"What I really wanted was a solution that would give us visibility into understanding our customers' issues, provide a complete audit trail and promote accountability. I didn't need an entire CRM suite," he added.

After a short web demo of IssueTrak, Burris

said he was sold. "IssueTrak kept it simple. The process flow was straightforward and it was easy to issue and track a ticket, which was what I needed. I was also impressed by the reports on the back-end, and I liked the licensing structure because I only had a small number of people closing tickets and it accommodated that," he explained.

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Opting for the cloud version of IssueTrak to avoid hiring an IT support person, Burris spent only a couple of days entering company data into the system before he had it up and running.

"Implementing IssueTrak went very smoothly and I didn't require any support," said Burris. "Once I brought the product on board, it became mandatory for my entire organization, including my suppliers, that all support issues are handled via IssueTrak, not e-mail."

After getting over the resistance hump, Burris says his support staff began to see how easy it was to use IssueTrak and started to embrace it. "I immediately noticed a significant increase in employee productivity," he said.

"IssueTrak acts as a self-planning, self-governing tool for my support staff. When they get into the office in the morning, they can see what issues need to be resolved and closed that day, so they can plan their

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time accordingly," Burris explained. "It feels good to see how well we are doing at taking care of our customers, now that we have a way to measure our performance."

"Since implementing IssueTrak, our employees have experienced a 70% percent reduction in time to close issues, and our customers have seen an 80-85% improvement in our turn-around time," he said. Not to mention we have reduced customer attrition by 30% because of our ability to take care of issues quickly and flawlessly. It's going really well and our customers are happy."

Burris' initial goals of visibility, traceability, and accountability have also been realized. "The dashboard is a great feature. It's helpful to come into the tool and see metrics right away," he said.

"With IssueTrak, I can see open issues and discuss them with my staff. I can even track activity down to the issue level. Ongoing training based on issues has allowed us to be more proactive in addressing customer issues before they even complain."

A couple of months after seeing what IssueTrak could do to increase staff productivity and improve customer service, Burris began using the tool in ways it was never intended.

"I had already been looking for a tool to help track sales leads, so I thought I'd see what IssueTrak could do for me. I created an organization called GTRS sales leads, and assigned incoming leads to sales people, just like I would a service issue to the support staff," said Burris.

"Then I began using IssueTrak as a resource management tool," he added. "I would plan different tasks, including start and end dates, and assign them to

different members of the company."

Burris has even begun using IssueTrak to encourage better supplier performance.

"Before IssueTrak, we couldn't track performance down to the supplier level. We knew there were problems, but we didn't know if it was one supplier or if it was all of them. Now with IssueTrak, we use supplier scorecards to determine if something is a quality issue or a turn-around time issue," Burris explained.

"At the end of the month I can run a report and see, for example, that supplier X did 2,000 lines of transcription but they had 200 missing reports. That's a 20% problem rating; it's too high. With those metrics in hand, I can go back to my supplier and give them tangible feedback. If their scores don't improve, I don't give them work."

Burris says this method has not only motivated his suppliers toward better performance, it has helped him negotiate better terms.

"I really believe that when performance is measured, performance improves."