

ISSUETRAK

COMPLAINT MANAGEMENT

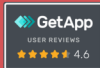
ISSUETRAK, INC.

Issuetrak, Inc. is a recognized industry leader in complaint management software, empowering organizations to efficiently track, manage, and resolve customer issues across multiple channels. Trusted by leading businesses and government agencies, Issuetrak offers a robust, user-friendly platform designed for omnichannel complaint submission, automated workflows, and real-time visibility into the entire complaint lifecycle. With powerful features like customizable webforms, SLA tracking, and a comprehensive knowledge base, Issuetrak helps companies enhance customer satisfaction, ensure compliance, and continuously improve service quality.

TESTIMONIAL

"Issuetrak helps us live up to our 100% brand promise."

AWARDS



Benefits of Complaint Management Software

Why Fortune 500s use Issuetrak to handle complaints

1. Centralized Complaint Tracking

Log all complaints in one place, making it easy to monitor, prioritize, and resolve issues efficiently.

2. Faster Response and Resolution Times

Automated workflows and notifications ensure that no complaint is overlooked and that teams respond promptly.

3. Real-Time Reporting and Analytics

Gain insights into complaint trends, root causes, and team performance with customizable dashboards and reports.

4. Improved Compliance and Accountability

Track SLAs, audit trails, and regulatory requirements to ensure your organization meets industry standards.

5. Enhanced Customer Satisfaction

Quick and transparent resolution processes lead to happier customers and improved brand loyalty.

6. Streamlined Internal Communication

Facilitate collaboration across departments by assigning tasks, setting deadlines, and sharing updates in real time.

7. Customization and Scalability

We're adaptable to different industries and workflows, allowing organizations to scale as they grow.

8. Data Security and Confidentiality

Protect sensitive customer information with role-based access controls and secure data storage.

9. Omnichannel Complaint Intake

Accept complaints via web forms, email, phone, or chat, ensuring accessibility for all users.

10. Continuous Improvement

Use complaint data to identify recurring issues and implement long-term solutions.

90%

of Americans consider customer service a key factor in deciding whether to do business with a company

Example Use Cases

- Warranty Submissions
- Food Service and Production Complaints
- Facilities Maintenance
- Equipment or Medical Device Maintenance
- Customer Service Complaints

The Risks of Negative Reviews

What happens if you ignore a complaint?

Loss of Trust and Reputation

- Customers may feel undervalued and take their business elsewhere.
- Employees may feel unheard, leading to disengagement or attrition.
- Negative reviews or word-of-mouth can damage your brand's reputation.

Escalation of Issues

- Small problems can snowball into larger, more complex issues.
- Unresolved complaints may lead to legal action or regulatory scrutiny, especially in industries with compliance requirements.

Decreased Morale and Productivity

- Employees who see complaints ignored may feel demotivated or unsafe.
- A toxic work environment can develop if internal issues are not addressed.

Missed Opportunities for Improvement

- Complaints often contain valuable feedback.
- Ignoring them means missing insights that could improve products, services, or internal processes.

Financial Impact

- Losing customers or facing lawsuits can directly affect revenue.
- Recruiting and training new employees due to turnover is costly.

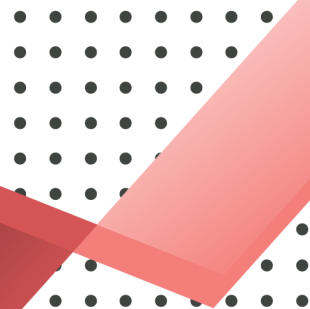
Show them their feedback matters

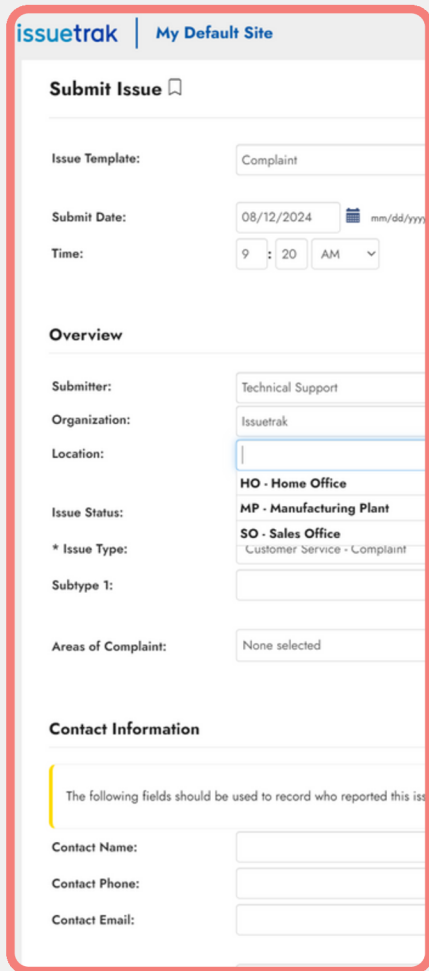
Ignoring complaints sends a message that feedback doesn't matter. Addressing them promptly and effectively shows commitment to accountability, continuous improvement, and respect.

89%

of consumers

are more likely to make another purchase after a positive customer service experience





The screenshot shows the 'Submit Issue' form in the Issuetrak application. The form is titled 'Submit Issue' with a bookmark icon. It includes fields for 'Issue Template' (set to 'Complaint'), 'Submit Date' (08/12/2024), and 'Time' (9:20 AM). Below these is an 'Overview' section with fields for 'Submitter' (Technical Support), 'Organization' (Issuetrak), 'Location' (a dropdown menu with options: HO - Home Office, MP - Manufacturing Plant, SO - Sales Office), 'Issue Status' (Customer Service - Complaint), 'Subtype 1', and 'Areas of Complaint' (None selected). At the bottom is a 'Contact Information' section with a note: 'The following fields should be used to record who reported this issue'. It includes fields for 'Contact Name', 'Contact Phone', and 'Contact Email'.

Why Issuetrak?

Software
that puts
5-star ★★★★★
ratings in
your reach

The global complaint management software market is projected to grow from **\$1.98 billion in 2021 to \$3.99 billion by 2027**. This growth is driven by increasing awareness of software's benefits:

- improved customer satisfaction and operational efficiency
- identified areas of improvement to curb repeat complaints

Financial ROI Highlights

Financial Status

Reduced Operational & Labor Costs

- Automation of workflows and ticket routing reduces manual labor and administrative overhead.
- Fewer repeat issues due to better tracking and resolution history, saving time and resources.

\$2500 CAD/mo.

Increased Output

- Teams can handle more complaints in less time thanks to streamlined processes and task automation.
- Quick Notes and reusable task groups reduce time spent on repetitive responses.

100 hours saved/mo.

Faster Resolution Times

- Organizations report significant reductions in response and resolution times, improving efficiency and customer satisfaction.

2-4x faster

50%

Less time spent on complaint handling



\$200

Customer Retention value per complaint



Better Decision-Making Through Analytics

Built-in reporting and trend analysis tools help identify recurring issues, enabling proactive improvements and cost savings over time.



Credit Union Solves Problems 3x Faster Case Study

- Summit Credit Union offers banking and advisory services for financial futures.
- Issuetrak helped them leave outdated email tracking and spreadsheets behind.
- With Custom Forms, Automation and Reporting, they resolved customer issues 3x as fast as before.

Improved Customer Retention

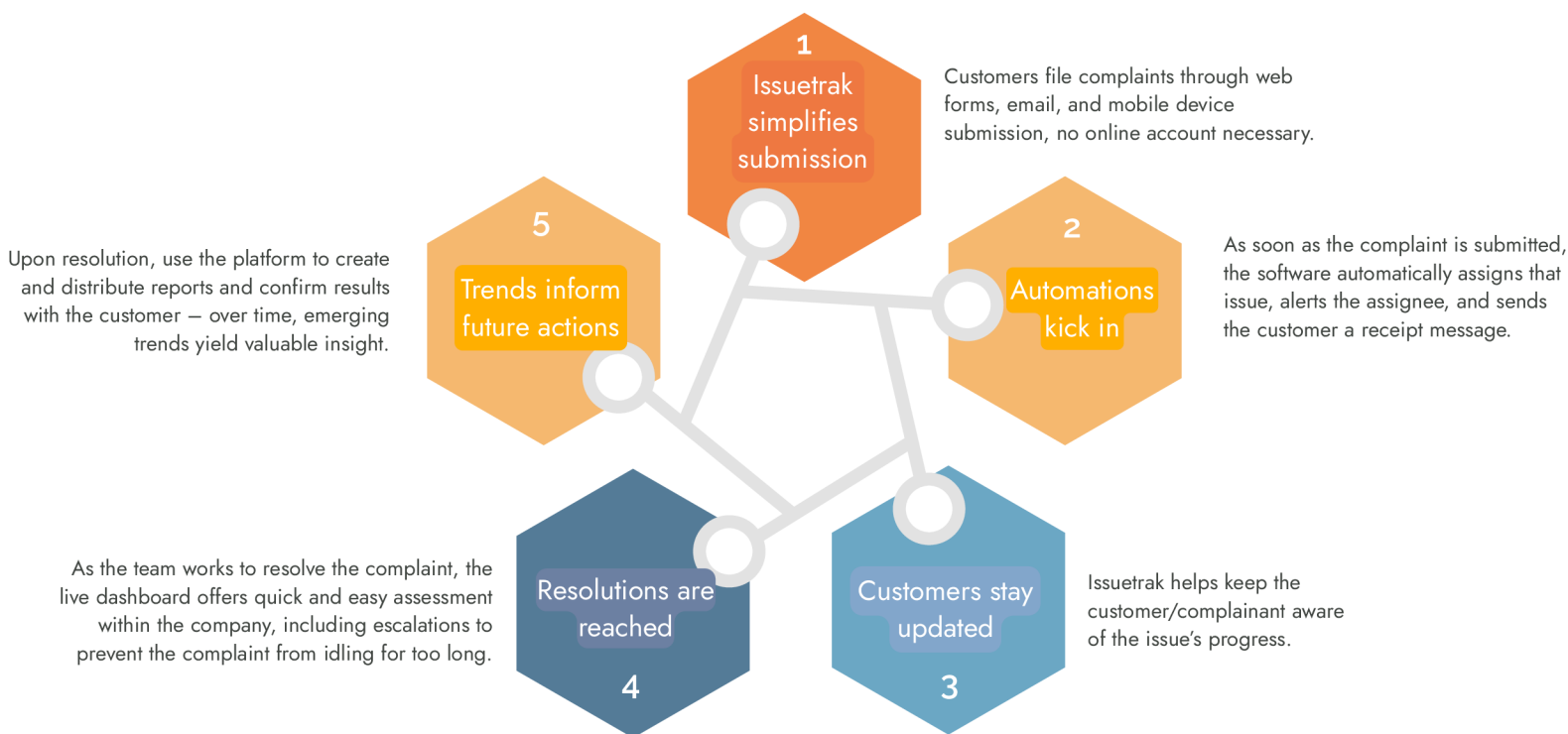
- By resolving complaints quickly and transparently, companies can retain more customers, which directly impacts revenue.

"We live up to our 110% brand promise by immediately correcting problems."

Best Practices FOR RESOLVING COMPLAINTS



LIFECYCLE OF A COMPLAINT IN ISSUETRAK



BEST PRACTICES FOR HANDLING FEEDBACK

Respond Promptly



- Timely responses show that you take complaints seriously.
- Set expectations for when the issue will be addressed.

Document the Complaint



- Record all relevant details: who, what, when, where, and how.
- Use a centralized system (like Issuetrak) to track and manage complaints.

Communicate Clearly



- Keep the complainant informed throughout the process.
- Explain what actions are being taken and why.

Analyze Trends



- Look for patterns in complaints to identify systemic issues and prevent recurrence.
- Use insights to improve products, services, or workplace culture.

Complaint Management Preferred Features

Simple and Effective Software

- Quick set up.
- Simplified configuration means little training required so your team can immediately get to work on solving problems.
- Easy to onboard new agents during periods of high churn.



Webform Data Collection



Agent & Ticket Routing



Quick Notes (canned responses)



Automation Workflows



Advanced Reporting

Build Issuetrak to fit your process

- Implementation is all about adapting *your* information into workflows.
- We craft a process around *your* KPIs & SLAs to improve response times.
- Our software helps identify and resolve problems to prevent repeated issues, so you can maintain the best service standards.



Automated Notifications



Centralized Issue Hub



Dashboard Overviews



Quick Setup



Dedicated Configuration Team