issuetrak

The Manufacturer's Guide:
Is Email Your Silent Profit Killer?

CAPABILITY	USING EMAIL & SPREADSHEETS	USING A SUPPORT SOFTWARE SYSTEM
Ownership	Unclear; relies on "Reply All" and memory.	**Guaranteed:** 1 assignment with auto-routing.
History	Fragmented across multiple folders/users.	**Centralized:** Full audit trail on a single screen.
Deadlines	Manual reminders or "flagging" emails.	**Automated:** SLA alerts and escalation rules.
Reporting	Hours of manual data entry in Excel.	**Instant:** One-click trend and KPI reports.
Technician Access	Difficult; technicians rarely have "desks."	**Mobile-Friendly:** Technicians log issues on the floor.
SOP Enforcement	Relies on training and "hope."	**Built-in:** Mandatory fields and task checklists.