

THE LIFE CYCLE OF A COMPLAINT

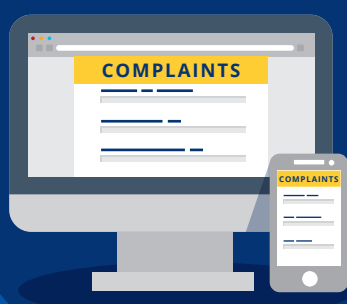
It's easy to say that issue tracking software identifies, tracks and helps to resolve items like customer complaints and tech tickets.

But how does that actually happen?

Here, we'll look at the life cycle of a complaint – from the moment it comes into existence to its successful resolution. Fortunately, with issue tracking software, a complaint's lifespan can be short like a housefly's, and not long like a sea turtle's!

1

The First Moments



When a customer wants to file a complaint, Issuetrak simplifies the process through web forms, email, and mobile device submission – with no online accounts necessary.



As soon as the complaint is submitted, the software automatically assigns that issue, alerts the assignee, and sends the customer a receipt message, resulting in easy tracking and reliable communication.

2

Lifelong Transparency



Issuetrak can help keep the customer aware of the issue's progress within the framework of each organization's complaint management process.



As the team works to resolve the complaint, the software platform offers a dashboard for quick and easy assessment within the company, including escalations to prevent the complaint from idling for too long.

3

The Eulogy



Upon resolution, the platform helps create and distribute reports while the team confirms the results with the customer – over time, emerging trends yield valuable insight.

It isn't easy being a complaint these days – their life cycles with issue tracking software are short.

That may be bad news for complaints and other issues, but it's good news for your organization!



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