8 common mistakes in ticket management – and how to avoid them

Small mistakes in your ticket management can quickly lead to significant consequences for both efficiency and customer satisfaction. Here are eight common pitfalls, the consequences, and most importantly – how to avoid them.

1

Not prioritising tickets properly

Consequence: Treating all tickets equally can delay the most urgent ones, frustrating customers and damaging trust in your company.

Solution: Use a system to categorise and prioritise tickets based on urgency and severity.

2

Lack of clear customer communication

Consequence: Without regular updates, customers may feel neglected and contact support just to check the progress in their errands.

Solution: Ensure a clear communication channel and keep customers informed about progress and next steps, for example through automated updates.

3

Slow response times

Consequence: Failing to respond quickly enough can lead to customer dissatisfaction and potential churn.

Solution: Use automated responses or workflows to ensure tickets are handled promptly.

4

Your support team lacks complete information

Consequence: If support agents don't have all necessary information and case history, it results in inefficiency, forcing the customer to repeat themselves each time they make contact.

Solution: Provide your support team with full visibility into customer history and ongoing cases through an integrated system where all information is easily accessible to everyone in the team.

5

You don't follow up after resolving a ticket

Consequence: Closing a ticket without checking if the customer is satisfied means missing out on valuable feedback.

Solution: Include a follow-up process after ticket resolution to ensure customer satisfaction and gather feedback for continuous improvement.

6

You lack sufficient resources

Consequence: Insufficient resources during peak periods can lead to delays, increased stress, and dissatisfied customers.

Solution: Anticipate peak times by analysing historical data and adjust staffing levels accordingly to ensure proper coverage at all times.

7

You lack a centralised ticket management system

Consequence: Using multiple systems or private email addresses can create confusion, complicate collaboration, and even result in lost tickets.

Solution: A centralised system provides a unified view of all customer tickets and relevant data, enabling seamless handovers and better customer service.

8

Your communication channels are isolated

Consequence: Customers don't want to repeat themselves just because they switch from Messenger to email. Unconnected channels create frustration and increase the risk of missed details.

Solution: Use an omnichannel system where all customer interactions are synced, ensuring smooth communication across all platforms.