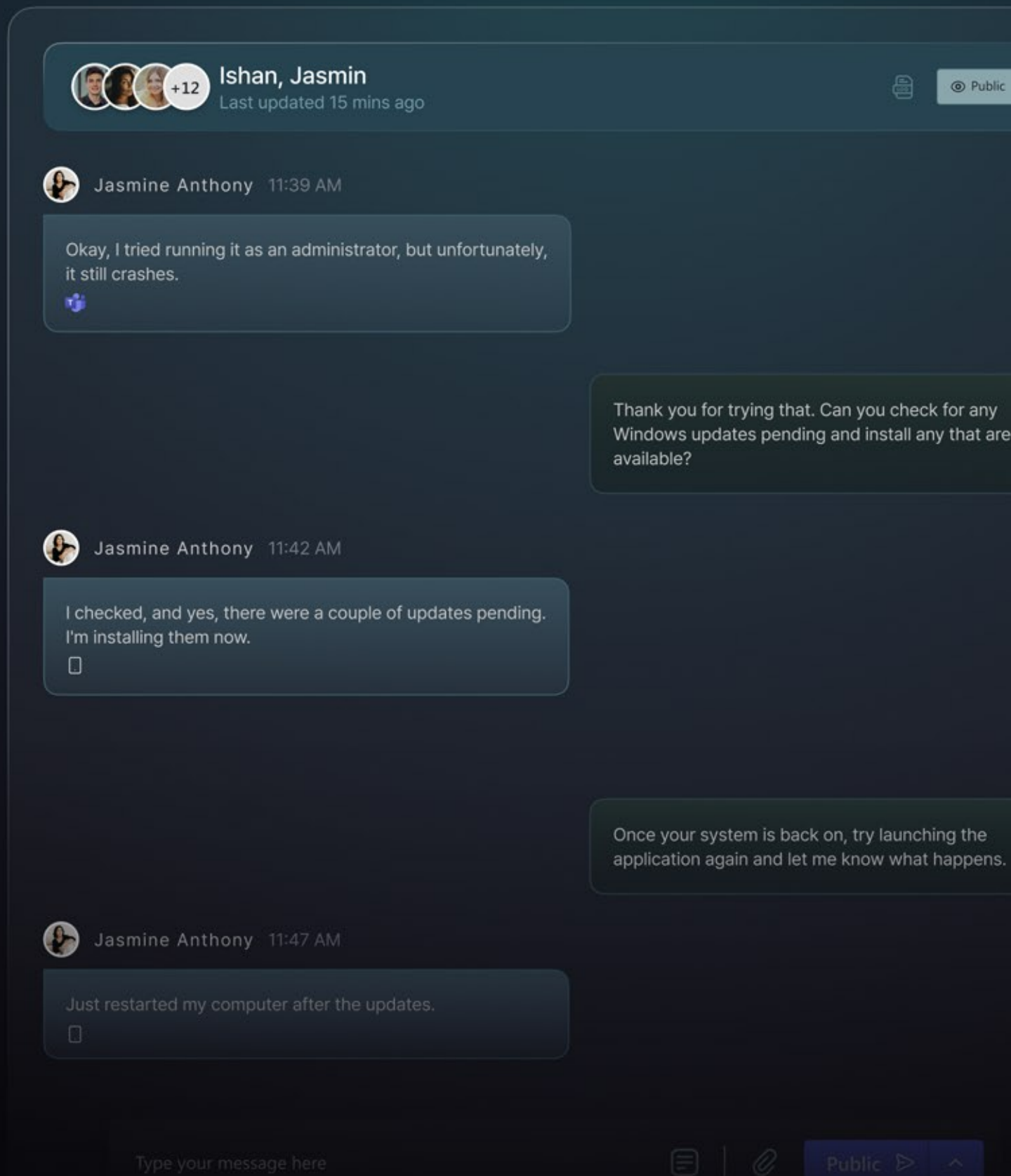


Support at the speed of chat:

Conversational support powered by chat-based ticketing for MSPs.

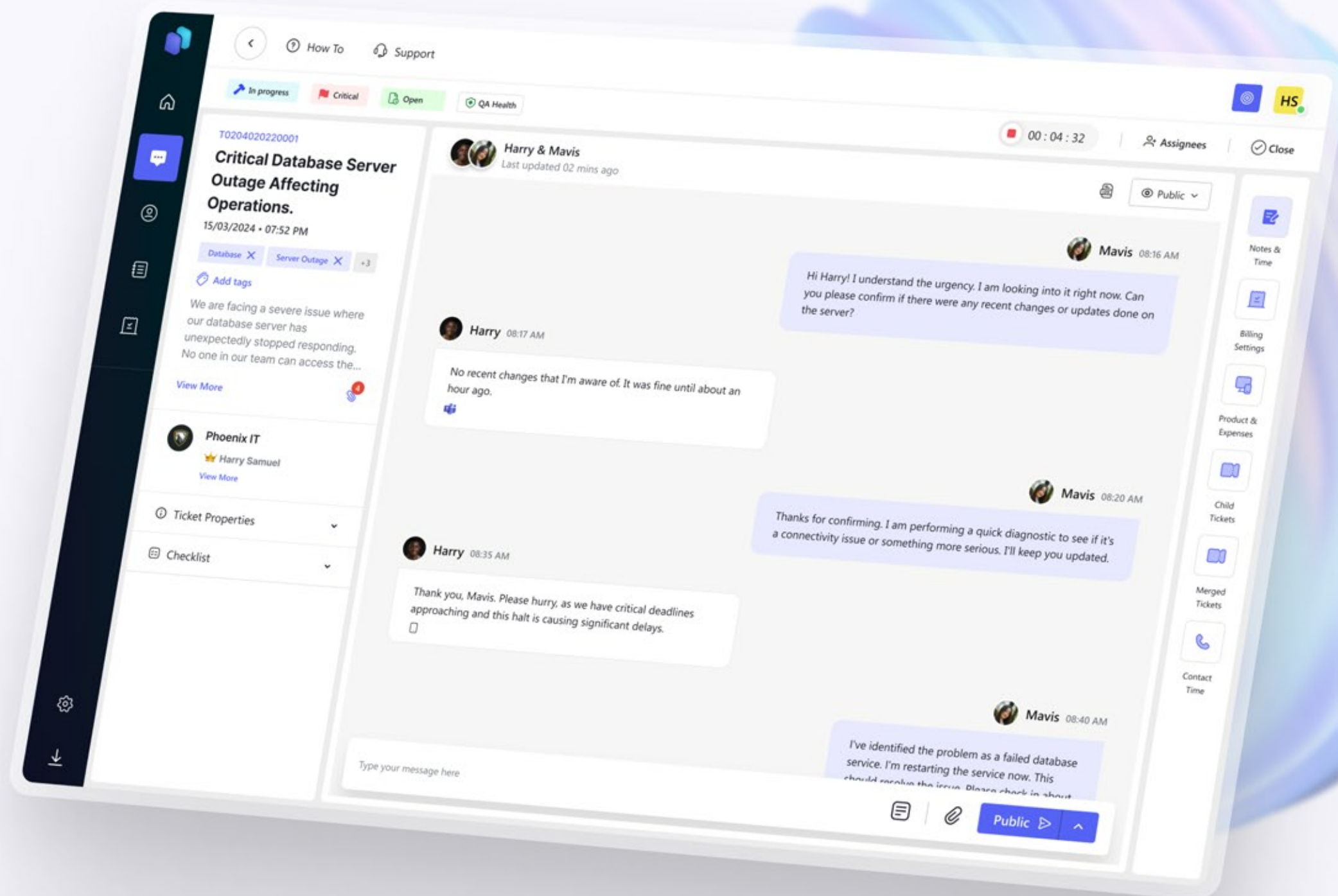


Helping modern MSPs gain competitive edge in the market

The future of customer support: A glimpse into chat-based ticketing

What if the most significant leap in improving your MSP's service delivery wasn't a new service offering but a new way of communicating? How would it change the game if your techs could interact with customers and users as naturally as they chat with your team?

Chat-based ticketing in the MSP domain is turning this thought into reality, replacing traditional, impersonal systems like email and phone calls with engaging, instant conversations.



The evolution of ticketing systems:

Traditionally, ticketing systems have been the backbone of IT support, providing a structured and trackable means of handling customer tickets and queries. Often seen as rigid and impersonal, these systems relied on emails or phone calls to log and manage customer requests. However, with changing customer expectations and the advent of more interactive and immediate forms of communication, the landscape began to shift.

The limitations of email and phone-based support

🕒 Delayed Responses

Email-based ticketing often leads to significant delays in response times. Users send an email and then wait, sometimes for hours or even days, for a resolution or even an acknowledgment. This delay can be frustrating and detrimental to the customer's experience.

📞 Declining Preference for Phone Calls

Many customers now prefer to refrain from engaging in phone calls for support. The reasons vary from the inconvenience of synchronous communication - needing to be available at a specific time - to a preference for text-based communication that allows for multitasking.



👤 Impersonal Experience

Email and phone calls often need more personal touch than customers seek. Emails, while convenient, can feel too formal or detached, and phone calls, though more direct, may only sometimes capture the nuanced understanding of a customer's issue.

✉ Inefficiency and Miscommunication

Tracking and managing support requests via email can lead to cluttered inboxes, lost messages, and miscommunication. This inefficiency can hinder the ability of MSPs to provide adequate and timely support.



☰ Complexity and Confusion in Long Threads

Lengthy email threads can lead to confusion and make it challenging to track the progression of a support issue. Customers increasingly favor more streamlined and organized forms of communication that make it easy to follow the conversation and resolutions.

Desire for a more conversational approach: The modern customer has thus sought a more conversational and less formal interaction. Chat-based systems mimic the informal style of messaging apps, which feels more natural and less daunting than traditional support channels.

Modern ticketing systems are gradually evolving to incorporate chat to meet the growing and diverse needs of MSPs and their customers.

Here's how modern ticketing systems can be structured— to elevate provider efficiency and customer satisfaction through a chat-based interface.

Multi-Channel Ticket Creation

Users can raise tickets via email, mobile, desktop, or Microsoft Teams, offering unparalleled convenience and flexibility.

Auto Time Tracking within Chat

Track the time spent on each ticket directly within the chat, ensuring accurate billing and boosting productivity.

Integration Capabilities

Seamlessly connect with other essential tools like RMM software, creating a cohesive platform for all ticketing related activities.

Priority Views

Sort and access tickets by urgency to tackle the most critical issues first, enhancing response times.

Collaborative Features

Enable teamwork within the ticketing system, allowing multiple team members to engage, share insights, and communicate directly on tickets.

Custom Ticket Tags

Organize and categorize tickets with customizable tags that simplify tracking and management by issue type, customer, or priority.

📱 Mobile Application for Support

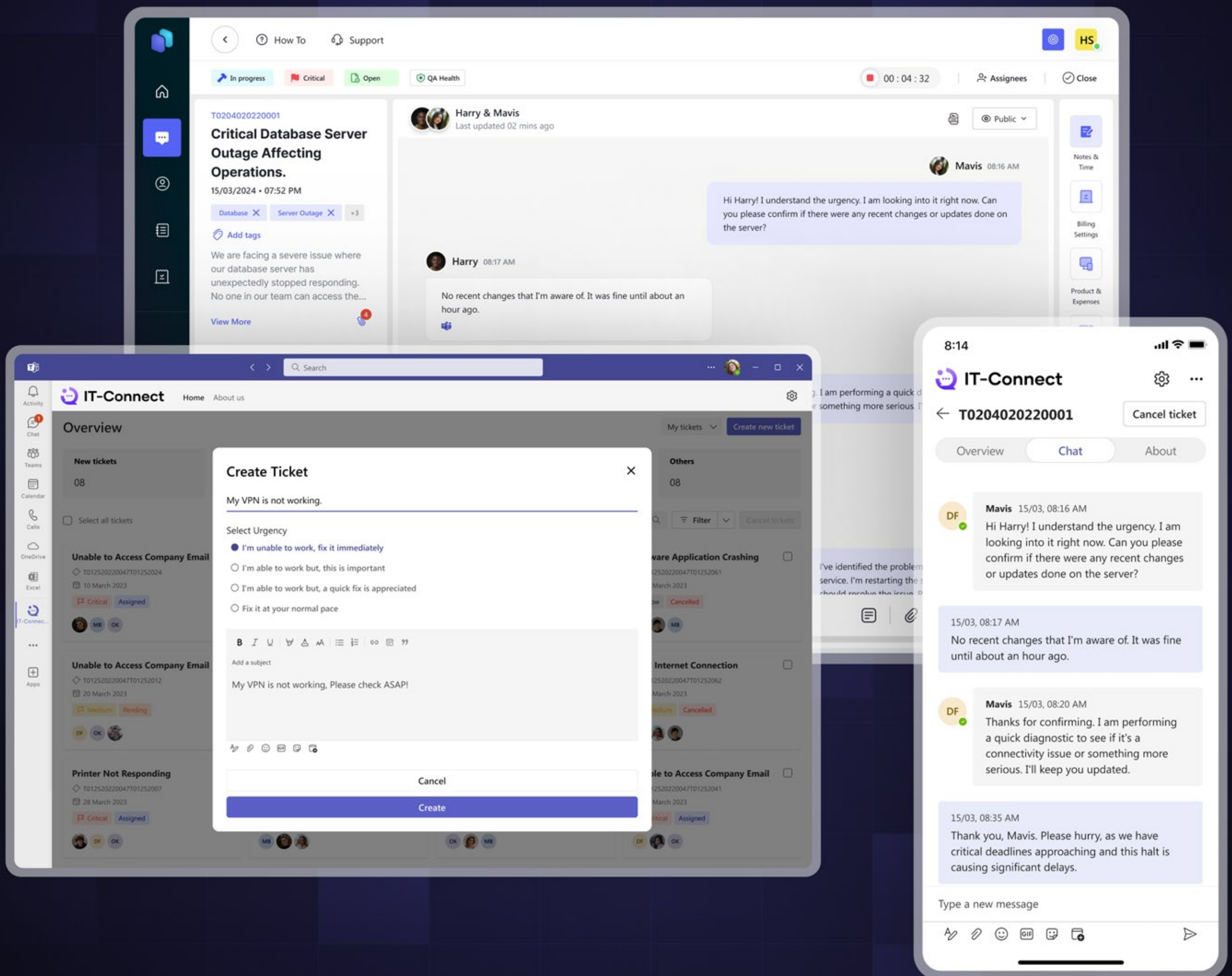
Stay connected and responsive with a mobile app that lets users and techs manage, respond to, and monitor tickets anytime, anywhere.



Each feature plays a crucial role in enhancing the effectiveness of MSP ticketing systems, ensuring they can meet the dynamic needs of modern IT service delivery.

First of its kind

Pioneering lightning fast ticket response time powered by chat!



DeskDay introduces the world's first chat-based service desk and built-in multichannel ticketing experience for MSPs and customers.

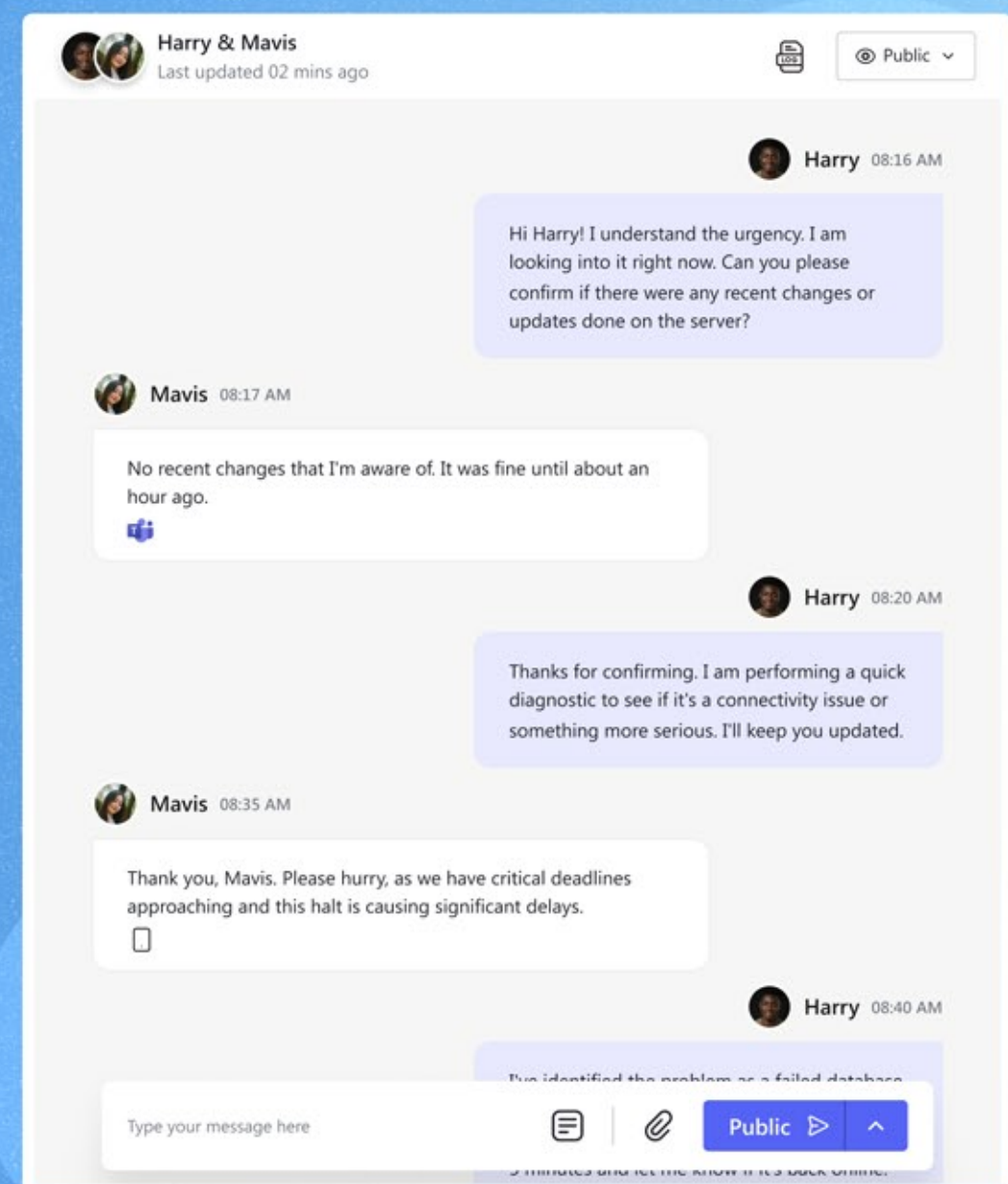
DeskDay's chat-based ticketing system offers a comprehensive solution that enhances the efficiency and resolution times of Managed Service Providers (MSPs). By leveraging DeskDay with chat-based ticketing, MSPs can realize significant benefits in their daily operations and customer interactions. Here's how DeskDay relates to and enhances the key points of chat-based ticketing:

Immediate Communication and Resolution:

Our chat-based ticketing allows for seamless communication within the ticketing system. It facilitates instant messaging capabilities, enabling MSPs to provide real-time responses and solutions to customer issues directly within the DeskDay platform. This immediacy is crucial for maintaining high customer satisfaction and operational efficiency.

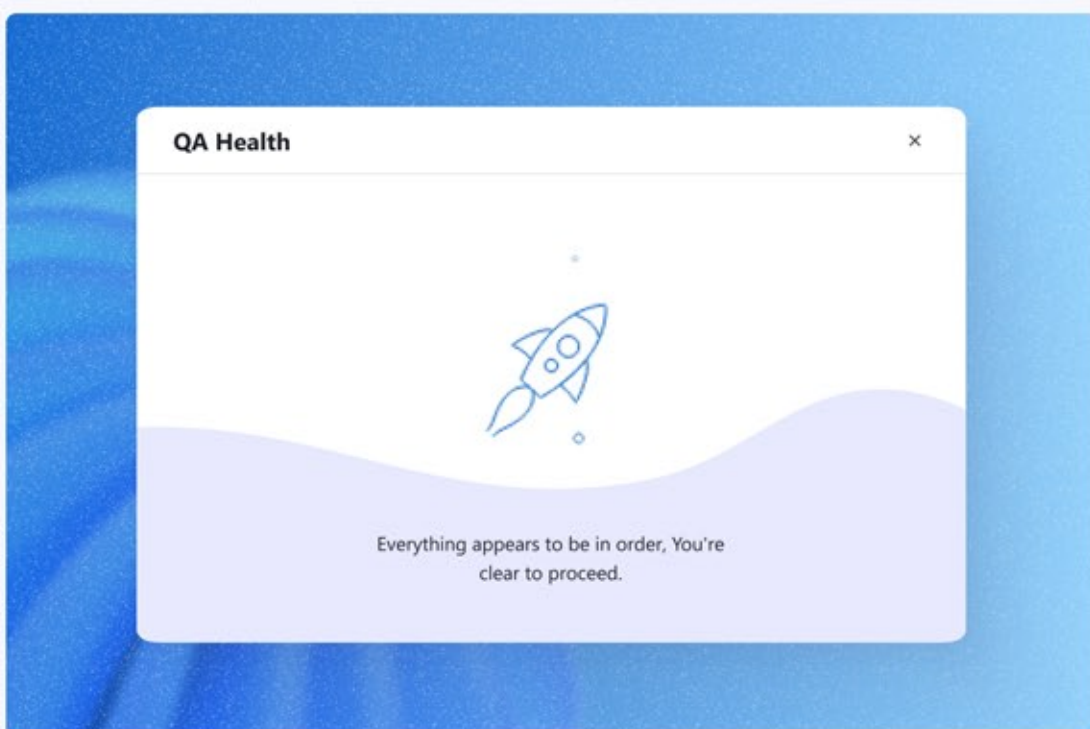
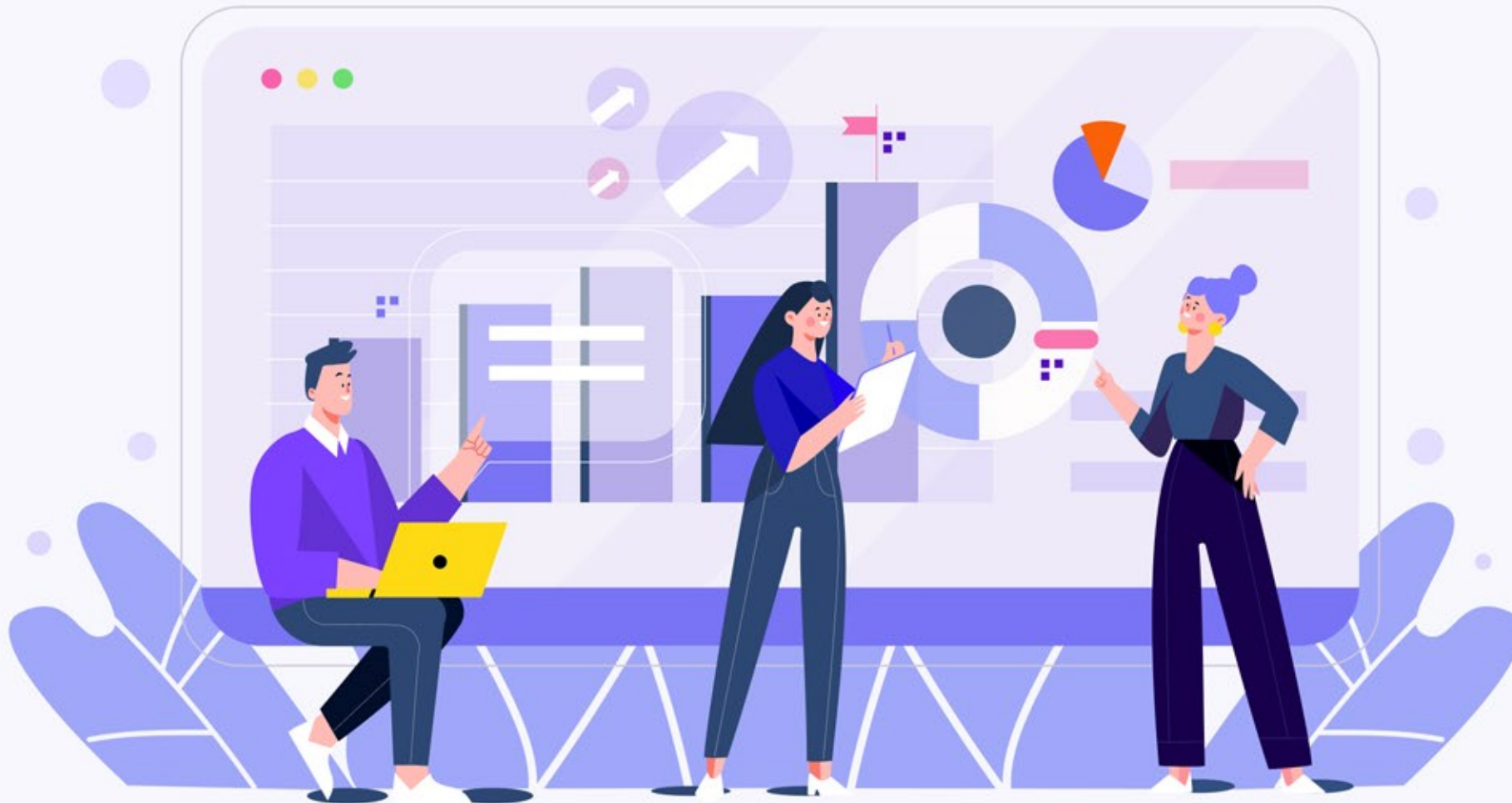
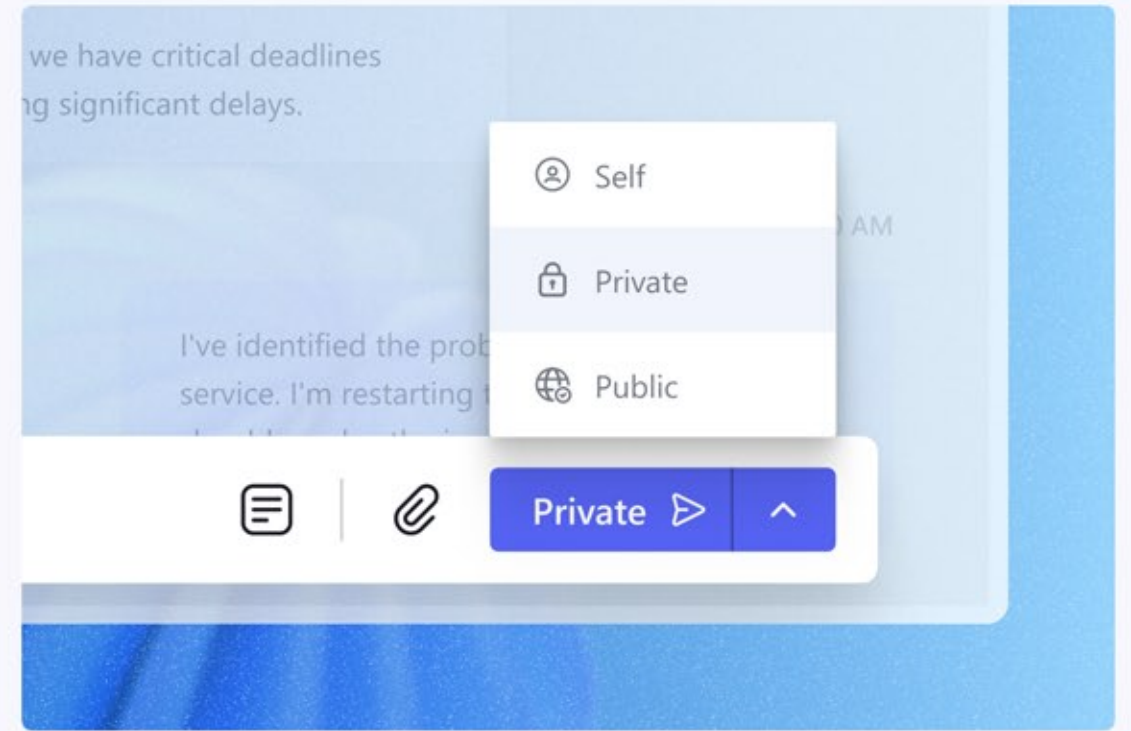
Centralized Ticket Management:

With DeskDay, all support tickets can be centrally managed in a unified interface, whether initiated through **Teams, email, or other channels**. This consolidation simplifies the tracking and management of tickets, ensuring that every customer ticket is addressed promptly and effectively.



Improved Team Collaboration

DeskDay enhances collaboration by providing a shared workspace where team members can easily discuss and collaborate on tickets. This collaborative environment is integrated within the chat-based ticketing system, ensuring that all necessary information and communication are readily accessible to everyone involved in the resolution process.



Better ticket quality

DeskDay's quality system ensures the quality of your helpdesk, right from assessing a ticket's hygiene from its creation to closure.

What's more?

Real-time Notifications

DeskDay ensures team members receive immediate notifications about new tickets and updates, facilitating prompt action and responses.

Integrated Checklists

DeskDay offers direct access to checklists, allowing team members to quickly find solutions within the chat interface.

Customizable Workflows

DeskDay allows MSPs to customize ticketing workflows, ensuring that the ticket resolution process aligns with their specific operational needs and customer expectations.

Centralized Alert Center

Your tech gets notified on every update within the CSA, like assigned tickets, incoming chat from a user, or approved timesheets in a centralized notification space called Alert Center.

Scalable Solutions

DeskDay is designed to scale with the MSP's business, efficiently and effectively supporting an increasing volume of tickets and clients.

In-depth Reporting and Analytics

DeskDay provides powerful analytics and reporting tools, offering insights into key performance indicators such as ticket volume, resolution time, and overall team efficiency.



The road ahead: Navigating the future of chat support

The future of ticketing for Managed Service Providers (MSPs) is set to be profoundly influenced by the integration of chat functionalities and the adoption of artificial intelligence (AI). This evolution is not just about enhancing the efficiency of ticketing systems but is fundamentally aimed at transforming customer service paradigms to prioritize rapid, personalized, and effective resolution of issues. As chat-based interactions become the norm, MSPs will find themselves at the forefront of delivering unprecedented levels of customer satisfaction through these innovative technologies.



Chat functionalities, already appreciated for their immediacy and convenience, are poised to become even more integral to ticketing systems. The key driver for customer satisfaction will be the ability of chat platforms to offer instant, on-demand support, mirroring the seamless communication consumers experience in their digital lives.

For MSPs, this means deploying chat-based ticketing solutions capable of providing swift responses and contextually relevant solutions tailored to each customer's specific needs. The integration of AI into these chat systems will enable the automatic categorization of tickets, predictive troubleshooting, and even the resolution of everyday issues without human intervention, dramatically reducing response times and increasing the efficiency of the support provided.

The adoption of AI in ticketing systems promises a revolution in how MSPs manage and resolve customer interactions. AI's capability to learn from data means that these systems will become increasingly adept at understanding customer queries and delivering more accurate, personalized responses over time. This not only improves the customer experience directly but also frees up human agents to tackle more complex and nuanced issues, thereby optimizing the allocation of resources within MSP operations.

AI-powered chatbots, integrated within ticketing platforms, will provide 24/7 support, ensuring that customers receive immediate attention at any time. This constant availability is critical for maintaining high customer satisfaction and loyalty levels in a competitive market.

Moreover, the future of ticketing will see a greater emphasis on predictive support, where AI and chat functionalities combine to identify potential issues before they affect the customer. By analyzing patterns in data and previous tickets, AI can alert MSPs to vulnerabilities in their service or possible points of friction for customers.

This proactive approach to customer service, facilitated by AI-driven insights, will enable MSPs to address problems before they escalate, significantly enhancing customer satisfaction and trust. The ability to anticipate and mitigate issues will improve operational efficiency and position MSPs as forward-thinking, customer-centric organizations.

In conclusion, the future of ticketing for MSPs is intricately linked to the enhanced capabilities offered by chat functionalities and AI integration. This evolution towards more interactive, intelligent, and predictive support models promises to elevate customer satisfaction. MSPs that embrace these technologies will streamline their operations and set new standards for delivering exceptional customer service.

As we look ahead, the adoption of chat and AI in ticketing systems is not just a trend but a strategic imperative for MSPs aiming to thrive in an increasingly digital and customer-focused world.

About DeskDay

DeskDay CSA (Conversational Service Automation) introduces a transformative next-gen PSA solution designed for the modern MSP. Unique with its built-in customer ticketing experience through MS Teams, Mobile App, and desktop App, CSA provides MSP customers with multiple channels to submit service tickets and chat with MSP techs in real time.

DeskDay CSA includes all core features available in legacy PSA solutions, enhanced with modern and innovative additions such as Chat-Based Ticketing and Project Management, seamless customer onboarding with Azure Entra, a multi-channel announcement feature for outages and scheduled maintenance notifications, a Service Quality dashboard, and robust Reports and Billing capabilities.



Try for free today [➔](#)