

MSPBOTS

# The Evolution of Ticketing Dispatch Automation: Transforming MSPs' Efficiency and Service Delivery

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## Contents

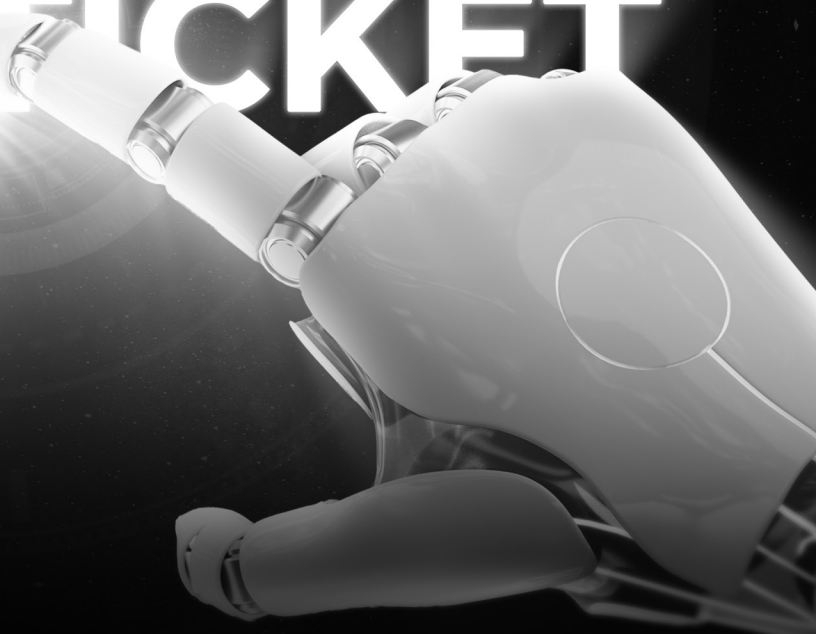
|                                                                        |    |
|------------------------------------------------------------------------|----|
| About This Paper                                                       | 01 |
| The Evolution of Ticketing<br>Dispatch Automation                      | 02 |
| The Impact of Changing<br>Ticketing Dispatch<br>Automation on MSPs     | 05 |
| Key Considerations for<br>Selecting a Ticketing<br>Dispatch Automation | 08 |
| Conclusion                                                             | 13 |
| About MSPbots                                                          | 14 |
| Sources                                                                | 15 |

# I. About This Paper

Ticket dispatch automation have revolutionized MSP (Managed Service Provider) operations, bringing about significant a change to how technical support and service requests are managed.

Understanding the progression of ticket dispatch automation is crucial for MSPs aiming to thrive in today's fiercely competitive market. The advancements made in these automations offer modern solutions which streamline processes, enhance efficiency, and elevate the overall customer support experience.

The insights will provide readers with a comprehensive understanding of the power these automations wield, guiding MSPs towards adopting the latest and most effective solutions to stay ahead in the evolving landscape of IT support services.

A futuristic, metallic robotic hand is shown in the lower right corner, pointing its index finger towards the word 'TICKET' in the large, bold, white text 'NEXT TICKET'. The background is dark with faint, glowing circular patterns and a bright light source behind the text, creating a high-tech, futuristic atmosphere.

# NEXT TICKET



## II. The Evolution of Ticketing Dispatch Automation

### | The Early Days - The Reactive Dispatch Approach

Help desks have been around since the early 1970s. Initially, most tasks were handled face-to-face, with users visiting the help desk office for issue resolution. This arrangement follows the "break-fix" model. It involved hiring technicians to set up the computer systems and reaching out to them whenever issues arose. They submitted paper forms or communicated their problems directly. The introduction of email transformed how users interacted with the help desk, allowing them to express their concerns and issues electronically, bypassing paper forms.

**The break-fix model adopts a reactive approach to technical support services, wherein IT teams only step in when specific problems occur or when there's a system "break," addressing the issue promptly.**

It's beneficial for companies with limited IT budgets or smaller-scale operations. However, relying solely on the break-fix model can lead to several issues, including increased downtime, reduced productivity, and escalating costs over time.

Extended downtime can disrupt business operations, cause delays in delivering services and result in dissatisfied customers or clients. These interruptions can hinder productivity as clients have to wait for support to resolve issues. Resolving complex problems can take longer, affecting employees' ability to focus on their core tasks and responsibilities. Additionally, repeated breakdowns and extended downtime can lead to increased labor costs as IT teams invest more time in resolving recurring problems.

## **Digital Age - Spreadsheets, Spreadsheets, Spreadsheets!**

Because the high volume of requests and the issues of a reactive approach to ticket dispatch are negatively affecting operational efficiency, a system is required to manage the lifecycle of each request, from submission to resolution.

**With the implementation of spreadsheets, technicians were able to organize requests and have a more standardized way of providing support. They are still used today by many organizations as a way to track and manage requests.**

But eventually, tickets managed through spreadsheets presented several problems. One of the primary concerns is the difficulty in tracking the ticket's status and identifying the responsible party in real time, resulting in delays in issue resolution and frustrating both customers and support staff.

Moreover, spreadsheets lack the capability to handle the intricacies involved in IT support tickets, making it challenging to manage a high volume of such tickets.

## **Cloud-based Solutions - Accessibility and Established Workflow**

When technology advanced later, the problem of difficulty tracking ticket status in real-time was addressed by cloud-based ticketing solutions.

**Cloud-based ticketing solutions centralized all service requests into a single help desk, establishing workflows that prioritize and address issues, and creating a digital record of all inquiries submitted to the team.**

They offer accessibility, making them ideal for in-office teams as well as remote work and companies with geographically dispersed employees.

They are scalable, allowing easy expansion to accommodate business growth and increasing support needs without the need for hardware or software upgrades.

These solutions are also cost-effective as they eliminate the need to purchase expensive hardware or software. Hosted on remote servers, they relieve businesses from server maintenance and software updates. The subscription-based pricing model ensures businesses pay only for the resources they utilize, which can be more cost-effective compared to on-premises solutions that require individual user licenses.

## The Rise of Automation

**In 2023, enterprises identified automating as many operations as possible as their primary need or challenge to address.**



At present, most IT vendors offer service platforms designed to automate both mundane, repetitive tasks and those requiring human decision-making. In ticket dispatch, end-users usually submit service requests in the form of tickets, which are then reviewed by a centralized dispatch team and assigned to the relevant service team. As dispatch inefficiencies can have significant impacts on a business, there is a growing focus on automating the dispatch process.

According to Joshua Skeens, the COO of Logically, many MSPs face challenges in maintaining Service Level Agreements (SLAs) and understanding how to assign them to their customers. For instance, if a contract specifies a four-hour response time, and the MSP fails to respond within that period, they would be in breach of the SLA.

To address this, Joshua Skeens suggests incorporating automation into the help desk system. This would allow MSPs to receive alerts, such as one-hour and 15-minute warnings before an SLA is about to be violated. In cases where the SLA is still not met, there should be a reporting mechanism and notifications sent to several stakeholders to inform them about the SLA breach.

## The Present and Future

For businesses seeking to track and enhance their customer support operations, reporting and analytics capabilities are crucial.

Utilizing the appropriate reporting and analytics tools allows companies to gain valuable insights into essential performance metrics that are otherwise difficult to determine or entirely unavailable. These include ticket volume, response and resolution time, as well as customer satisfaction. **Ticket dispatch integrations with reporting and analytics tools bring an innovative approach to the dispatching process.**

While AI is already being used in ticket dispatching, it has the potential to play a more significant role through leveraging advanced capabilities such as analyzing ticket sentiment to gauge the urgency of each ticket. By employing natural language processing (NLP) and sentiment analysis, AI can read the tone and context of customer inquiries, determining the level of urgency and emotion behind each request. This allows for a more accurate prioritization of tickets, ensuring that critical and emotionally charged issues are addressed promptly, leading to improved customer satisfaction and more efficient ticket resolution processes.



# III. The Impact of Changing Ticketing Dispatch Automation on MSPs

## Improved Service Delivery

Since issues were addressed as they occurred in the break-fix model, this often resulted in delayed response times and reduced system uptime. As businesses grew, spreadsheet-based dispatching attempted to bring some level of organization. However, the manual nature of these systems limited their efficiency, prolonging resolution times and impacting customer satisfaction.

Fast forward to today, dispatch automations have completely revolutionized the landscape. **Businesses have embraced the future of service delivery, leaving behind the confines of reactive, manual systems to proactive, intelligent platforms. Dispatch automations are not just an improvement; they are a leap towards streamlined and optimized service delivery.**

With the adoption of these advanced tools, businesses have reported a substantial decrease in average response times. With automation, tickets are immediately dispatched to the right department or individual, eliminating the human error element and significantly accelerating the resolution process.

In comparison to older methods, dispatch automations undeniably offer a superior approach to ticket dispatching. By drastically improving response times, increasing uptime, and boosting customer satisfaction, these tools are not just meeting expectations – they are setting new standards for service delivery.

## Increased Efficiency and Productivity

Every dispatch tool is designed with one purpose: to make the process of ticket resolution as efficient as possible. Yet, it's only with automated systems that we truly see a positive change in productivity. **By automating the process, teams spend less time managing tickets and more time resolving them.** This balance is what drives a marked increase in overall productivity.

Alongside this uptick in productivity, dispatch automations provide the added benefit of significantly reducing errors. With automation, each ticket reaches the right team or individual, every single time, ensuring accuracy in dispatch and response.

Higher ticket resolution rates are another remarkable advantage of advanced dispatch systems. By assigning tickets based on parameters such as severity, type of issue, or the skill set of the responder, these tools ensure the right person is always working on the right problem. The result is faster ticket resolution via effective solutions that improve the overall quality of service.

## Better Decision Making

According to Erick Brethenoux, a distinguished VP analyst at Gartner, the survey demonstrates a shift from a purely tactical approach to AI toward a more strategic application. As an example, approximately one-third of organizations are now deploying AI across multiple business units, utilizing it as a powerful competitive advantage by supporting decision-making across various business processes.

Effective decision-making is rooted in accurate, insightful analytics. Dispatch automations offer more than just enhanced operational efficiency; they provide leaders with rich data to inform their strategic decision-making process.

**Unlike traditional dispatch models, advanced tools collect and analyze data in real-time. They track every ticket, response, and resolution, offering an unprecedented level of insight into your service operations.** Leaders no longer make decisions based on intuition or best guesses; instead, they're using concrete, reliable data to guide their choices.

This wealth of data is invaluable for resource planning. Dispatch automations offer detailed visibility into how resources are being utilized, from the performance of individual team members to the efficiency of different departments. This information is instrumental in identifying bottlenecks, streamlining operations, and ensuring resources are allocated effectively.

## Future Trends

The potential of dispatch automation doesn't end with their current capabilities. Looking ahead, several exciting trends promise to propel these tools even further, expanding their benefits and driving new levels of innovation.

A transformative trend is the deeper integration of dispatch automations with other business systems. As these tools become increasingly interconnected with systems like CRM, ERP, and inventory management, businesses can achieve a holistic view of their operations. This connectivity allows for streamlined processes, improved information flow, and better overall operational efficiency.

The role of artificial intelligence should not be overlooked or underestimated. **AI has been a significant factor in the development of dispatch automation, and its influence will continue to grow.** With advancements in machine learning and natural language processing, these tools are becoming smarter, more intuitive, and more efficient. They're not just responding to user commands - they're learning from them, continuously improving processes and providing a level of service that was once unimaginable.



## IV. Key Considerations for Selecting a Ticketing Dispatch Automation

### Priority Point System

Using priority points for ticket dispatch ensures that critical tickets receive immediate attention, minimizing the impact of outages and other issues on business operations.

According to a Gartner study,

**organizations employing priority points experienced a 20% faster ticket resolution compared to those without this system.**

Implementing priority point rules allows users to define specific criteria for ticket dispatch based on their importance or urgency. For example, critical issues might be automatically directed to the top-tier support team, while less urgent matters are assigned to lower priority queues, ensuring efficient allocation of resources and faster response times.

# Next Ticket priority rules and functions

## Assigned to User

Indicate the points to be added to a ticket if it is assigned to the selected user.

## Priority Type

Indicate the points to be added to a ticket based on a specific priority level.

## Company Status

Select a status of a company from where the ticket was logged, and then indicate the corresponding points to be added to a ticket if the criterion is met.

## In Progress Ticket

Indicate the points to be deducted from the ticket if it is in progress for other users, or points to be added to the ticket if the user changed the ticket status to In Progress.

## Company Type

Select a company type of a company from where the ticket was logged, and then indicate the corresponding points to be added to a ticket if the criterion is met.

## Scheduled Status

Select a scheduled status, and then indicate the corresponding points within the minimum and maximum time set before or after its start or end time.

## Company in "Watch List"

Indicate the points to be added to a ticket if a company is on the watch list.

## Selected Assigned

Indicate the points to be added to a ticket based on a specific status and requested user.

## Company is Matched to User

Select a company from where the ticket was logged, and then select the technician requested to handle the ticket.

## Ticket Owner

Indicate the points to be added to a ticket if the selected user is the owner of the ticket.

## Contact's Job Title

Select the job title of the person who logged the ticket, then indicate the corresponding points for the criteria.

## Ticket Status Duration

Indicate the points to be added to a ticket for every hour that it remains in the same status.

## Customer Responded

Indicate the points to be added to a ticket if the customer responds to the ticket in ConnectWise.

## Ticket Summary

Indicate the points to be added to a ticket if the ticket summary contains the specified keywords.

## MRR

Indicate the points to be added to a ticket for every \$1 of agreement MRR.

## Time In Certain Status

Indicate the points to be added to a ticket if it has been in the specified status for more than or less than the specified duration.

## Past Due Date

Indicate the points to be added to a ticket for every hour past its due date.

## Time from Last Update

Indicate the points to be added to a ticket for every hour past the time that it was last updated.

## Priority Type

Indicate the points to be added to a ticket based on a specific priority level.

## User's skills and ticket type match

Indicate the points to be added to a ticket if the selected user possesses the skill specified in the priority rule.

IT ticketing systems assist organizations in expediting the management and monitoring of technical support or service requests. According to a 2021 survey by ManageEngine,

**Automation helps identify and prioritize tickets more quickly.** Swiftly determining which tickets require immediate attention, critical issues can be addressed promptly, minimizing any adverse impact on the business.

It can also track the progress of tickets more effectively. Automated updates of ticket statuses and notifications sent to both customers and technicians keep all relevant parties informed about the ticket's status.

One study by Gartner found that organizations that used automation were able to reduce triage time by 40%.

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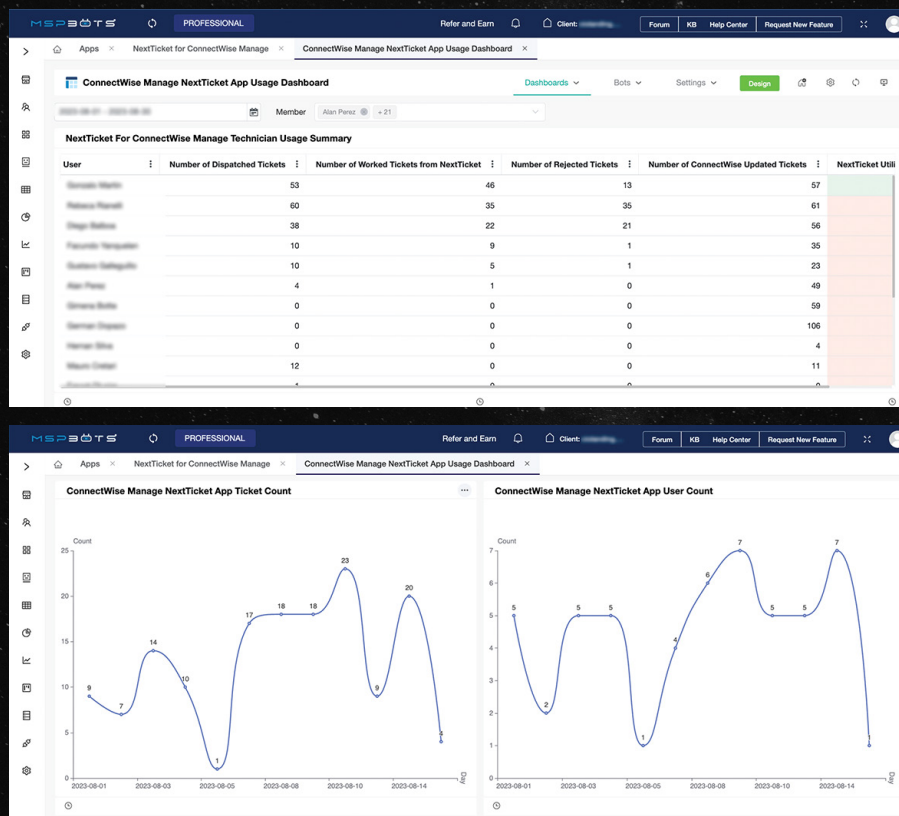
## Integrates with Business Intelligence

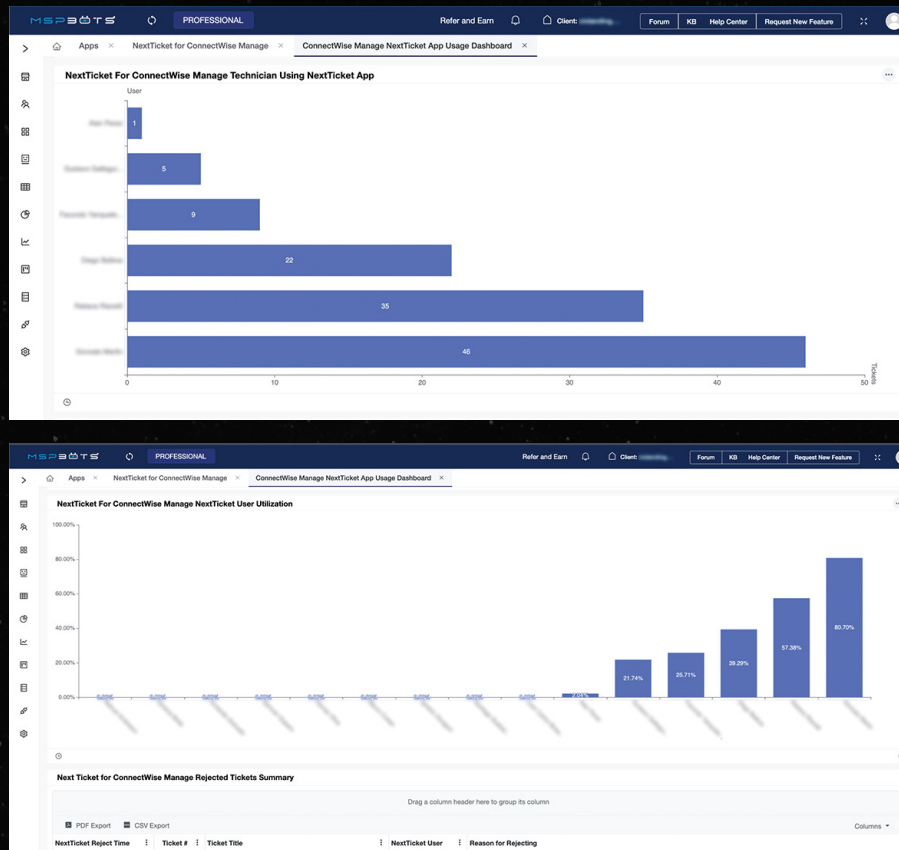
In a recent survey conducted by Gartner, Inc., it was discovered that

**80% of executives believe automation has the potential to be integrated into any business decision.**

The survey also highlighted the evolving usage of AI within organizations as they incorporate automation into their digital business strategies.

When selecting a dispatch automation, it is highly recommended to **choose one that seamlessly integrates with a business intelligence platform.** This offers invaluable benefits, providing deep insights and actionable data that can drive strategic decision-making. With this integration, the ticket dispatch system can leverage real-time analytics and reporting capabilities, enabling MSPs to track key performance metrics, monitor ticket trends, and identify areas for improvement.





## Having Assignment Functions

**Cherry-picking** can result in longer wait times for customers with complex issues.

A study conducted by Nicereply illustrated cherry-picking can result in longer wait times for customers with complex issues. Technicians tend to opt for the easiest or most engaging tickets, leaving the more difficult ones in the queue for extended periods, which impacts the resolution time for those specific cases.

**To prevent cherry-picking, employ ticket dispatch tools that have assignment functions to systematically allocate tickets to the most suitable team members based on their expertise and workload.** This ensures a fair distribution of tasks and eliminates the selective handling of easy tickets. Moreover, reporting capabilities enable supervisors to track ticket rejections, allowing them to identify patterns and address workflow issues proactively.

# V. Conclusion

The evolution of dispatch automation began with the break-fix model in the early 1970s, which handled issues reactively. Since relying solely on this approach could lead to increased downtime and escalating costs over time, spreadsheet limitations in tracking and managing tickets effectively was problematic.

Cloud-based ticketing solutions centralized service requests, offered scalability, and proved cost-effective due to subscription-based pricing. Automation became a priority for enterprises in 2023, as MSPs faced challenges in maintaining SLAs and efficiently assigning tickets. Incorporating automation into the help desk system addresses SLA breaches effectively.

The importance of reporting and analytics in enhancing customer support operations cannot be overstated. Integrating ticket dispatch with reporting and analytics tools offers an innovative approach to the process. Moreover, AI's role in ticket dispatching is promising, as it can analyze ticket sentiment using natural language processing and sentiment analysis to prioritize and address urgent customer issues more accurately, leading to improved satisfaction and efficiency.

The impact of changing ticketing dispatch tools on MSPs has been transformative, leading to improved service delivery, increased efficiency and productivity, and better decision-making. The shift from reactive, manual systems to proactive, dispatch tools has significantly decreased response times and increased uptime, setting new standards for service delivery. Automation ensures tickets are dispatched accurately and promptly, resulting in faster resolutions and higher customer satisfaction. Furthermore, the role of artificial intelligence is set to grow, as machine learning and natural language processing make the solutions smarter and more intuitive, continuously improving their processes and service levels.

It is crucial for organizations to keep up with the changing demands and strive for more efficient processes. As the dispatch automations continue to advance, users must adapt and leverage the best-equipped tools to thrive in this competitive environment.

These are the key considerations for choosing the right ticket dispatch automation Ability to implement a priority point system which ensures critical tickets receive immediate attention; enables automation to play a crucial role in cutting down on triage and resolution time; as well as streamlines ticket assignment by routing them to the most suitable technicians, expediting the resolution process.

Strategically choosing the right ticketing dispatch automation leads organizations to elevate their IT support operations and position themselves for continued success in this dynamic and competitive market.

# VI. About MSPbots

MSPbots is a data-driven process automation solution designed for MSPs. We offer customized business intelligence widgets, dashboards, and innovative apps to streamline daily responsibilities.

Our Next Ticket Manager is an automated dispatch system that assigns tickets based on predetermined priority rules, eliminating the mistakes often made by manual ticket dispatchers and technicians. The system generates trackable metrics and sends instant messages with issue explanations and resolution steps. It also proactively monitors ticket rejection and utilization rates through specialized bots, providing real-time insights for operational improvements.

By automating tasks and ensuring seamless workflows, MSPbots enables MSPs to deliver high-quality services, improve efficiency, and focus on providing excellent client experiences. Visit <https://mspbots.ai/> to learn more.



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