

Multi-Ticket Association & Management in HubSpot

The Challenge

Managing multiple bug and support tickets tied to a single issue in Jira was inefficient and frustrating for the client. They faced:

- Disjointed communication between customer service and development teams, causing delays in issue resolution
- Manual effort required to keep both HubSpot and Jira updated, leading to inconsistent information
- Lack of visibility into related Jira issues from HubSpot, slowing down the ticketing process
- Missed updates for clients on their submitted issues, threatening trust and satisfaction

The Solution

- Built out a custom Jira integration for multi-ticket tracking.
- Automated the process of syncing ticket status changes in HubSpot with Jira, notifying ticket owners of updates.
- Configured the integration to push all Jira issues created in HubSpot directly to their Dev team's Support board.

The Impact

- CX support team can now work out of a single platform.
- Customers are now consistently updated on their submitted issues.
- Seamless cross-department collaboration between CX and Dev teams.
- Increased efficiency in managing and resolving customer issues.

The Details

Industry:
B2B SaaS

Business Area:
Customer Service

Tools Used:

- HubSpot Tickets
- Jira Integration
- Jira Issues
- Jira Board

