



## Track, Prioritize & Respond to Your Customer's Issue and Requests

### About the Issue Tracking Solution

StarterCRM Issue Tracking is a powerful customer service and support application. Designed specifically for small businesses, it can be used as a standalone customer service tool, or can seamlessly integrate with the Contact Management application to help you to track, prioritize and respond to your customer issues and requests.

### Issue Tracking—Key Features



#### Multiple Filtering Options

- Track issues by customer, by product, by date or by responsible account manager or employee



#### Prioritize Open Issues and “Flag” Emergency Issues

- Focus your support and internal resources where they're needed most.
- Issues flagged as “Emergency” are displayed on your dashboard in a separate grid for priority handling.



#### Assign Issues to Customer Support Personnel

- Determine which of your support staff has responsibility for addressing specific issues.
- Assign issue handling based on workload and availability to ensure prompt response.



#### Create Automated Issue Alerts

- Know when you have a new issue and set up a notification list to alert key personnel.

**Find out for yourself how StarterCRM will change the way you manage your business. Visit [www.startercrm.com](http://www.startercrm.com) and sign up for a 30 day FREE trial of the entire suite of applications.**

## StarterCRM

A Complete Suite of Business Management Tools

### Contact Management

- Import contact data from other applications such as Outlook and Excel
- Create, track and manage marketing campaigns, appointments and events
- Manage your sales pipeline by assigning status and probability codes to customer proposals

### Marketing Communications

- Includes hundreds of document templates covering a range of sales & marketing topics.
- Create one-time and ongoing sales and marketing campaigns
- Create campaigns that are “triggered” by specific events within your business
- Includes both print and email output options.

### Customer Service

- Track customer service issues by product, customer, employee or date.
- Prioritize open issues and “flag” emergency issues
- Assign issues to your employees or customer support personnel
- Receive notification of new issues through automated alerts.
- Add notes to each issue to improve understanding and collaboration between support staff

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