

CUSTOMER STORY · HEALTHCARE

U.S. Medical Imaging Provider

28%

Ticket Volume Reduced

A U.S. medical imaging provider migrated to HubSpot Helpdesk and discovered over 10,000 duplicate tickets within a backlog of 18,000+, making manual cleanup impossible without risking data loss. INSIDEA deployed an automated deduplication system using Koalify and custom HubSpot merge workflows to...

ACCREDITATIONS

Five HubSpot Solutions Partner accreditations

PARTNER TIER

Elite Solutions Partner

HubSpot's highest partner tier



HubSpot Onboarding



Platform Enablement



CRM Data Migration



Custom Integration



CRM Implementation

THE CHALLENGE

After migrating from HubSpot Inbox to HubSpot Helpdesk, a U.S. medical imaging company discovered a serious operational problem: over 10,000 duplicate tickets had been created within a total backlog of more than 18,000. Each duplicate often contained unique, irreplaceable activity history – notes, communications, and status updates – making bulk deletion a non-viable option. The support team was operating under...

WHAT INSIDEA BUILT HubSpot Services

✓ Automated Duplicate Detection

INSIDEA deployed Koalify to continuously scan for duplicate tickets based on matching ticket names and descriptions. Each duplicate was automatically assigned a Koalify...

✓ Dynamic Reporting Lists

INSIDEA created dynamic HubSpot lists to track all duplicate tickets in real time. This gave the client's team full visibility into the deduplication process, enabling...

✓ Trigger-Based Merge Workflows

A custom HubSpot workflow was built to merge duplicate tickets into their primary record rather than deleting them. This approach retained all historical activity...

✓ Scalable Automation Architecture

The entire solution was built to operate without manual intervention. Once live, the workflow continuously detected and merged duplicates automatically, creating a...

MEASURABLE RESULTS

28%

Ticket Volume Reduced

5,000+

Duplicate Tickets Resolved

18K to 13K

Tickets Before vs. After

Zero

Data Loss

Want results like these in your business?

A 30-minute strategy call to map your systems and goals. Fixed-fee proposal if we are a fit.

Book a Strategy Call →