Email This Issue

USE CASE COLLECTION

Every Email Counts!

TABLE OF CONTENT

1 **Prologe**

2 **Project delivery**

3 **Facility management service delivery**

4 **Service operations**

5 **External system integration**

6 **IT service operations**

7 **HR recuitment operations**

8 **Invoice management**

9 **Procurement**

10 **Customer release communication**

11 **Information security - incident response**

Since June 2009, Email This Issue has been driven by a simple yet powerful mission: to make email communication and collaboration in Jira more effective. At the time, it was impossible to imagine just how far this journey would take us.

Today, it is truly humbling to see Email This Issue helping teams all around the world. From small businesses to global enterprises, organizations rely on our app every single day to streamline operations, improve communication, and enable more effective collaboration. What began as a solution to a real-world challenge has grown into a trusted platform supporting thousands of teams across countless industries.

Email This Issue is far more than a feature-rich Jira app. It is a business-critical tool that helps organizations solve real communication challenges. Yet one of our biggest discoveries has been seeing the incredible variety of ways our customers use it. Over the past year, we have collected these real-world use cases, not only to better understand our customers but also to share their success stories with you.

This eBook was created with exactly that purpose in mind.

Born from real-world challenges, designed for business impact, it demonstrates how structured email workflows can reduce delays, improve accountability, and ensure full auditability of communication. Whether you lead operations, manage service delivery, or oversee compliance, this guide will help you understand how to bring email under control inside Jira.

More importantly, this collection represents an important step forward for us. With this eBook, we are shifting the conversation toward what truly matters: your challenges, your goals, and the outcomes you want to achieve. Because ultimately, great software is not defined by what it does, but by the value it creates.

We will continue expanding this collection with new use cases, new ideas, and new success stories from our growing community. Perhaps the next one we publish will be yours.

Thank you for being part of our journey. I hope this eBook provides valuable insights, practical inspiration, and new ways to unlock the full potential of Email This Issue.

Warm regards,
Tibor Hegyi – Creator of Email This Issue

Make every email count, and own the conversation

PROJECT DELIVERY

The **project delivery team** needs to send **chaser emails** to suppliers requesting missing documentation tied to specific packages. Some chases are sent manually, while others must trigger automatically based on project conditions, follow-up dates, or checklist status. Incoming emails create requests in the queue and are linked to the relevant package where possible, with unmatched messages triaged manually by the team. Communication must come from the project email address, use reusable templates, and keep the full conversation visible on the Jira work item.

What's Causing the Headaches?

✗ Chaser emails go out to many people, but it's not clear who the real recipient is.

✗ Teams recreate the same email templates again and again instead of reusing them.

✗ Sending emails from Jira is limited and awkward, often relying on comment replies.

✗ It's hard to track what emails were sent or received alongside the issue.

The **work** lives in **Jira**.
The **conversation** happens in **email**.
The **risk** lives in the **gap**.

What gets better with JETI?

✓ **Clear Ownership**
Everyone knows who the message is meant for- and who needs to act.

✓ **Built-In Audit Trail**
Every email, recipient, and reply is automatically recorded with the issue.

✓ **Safer Email Operations**
Prevent mis-sends, lost threads, and uncontrolled side conversations.

✓ **Faster Follow-Ups**
Send chaser emails directly from the issue and keep the full conversation in context.

✓ **On-Brand Communication**
Use reusable templates and the right sender identity every time.

✓ **Communication at Scale**
Handle high volumes of emails without losing visibility or control.

FLY PRIVATE

Schedule a consultation and upgrade your Jira email workflow from economy class to **private jet with JETI.**

Make every email count, and own the conversation

FACILITY MANAGEMENT SERVICE DELIVERY

The FM team needs catering bookings submitted through the employee portal to be sent to the right caterer quickly and accurately. New requests, changes, and cancellations must be communicated by email with the full order details and any required attachments. Each message needs to follow house style, reach the correct supplier for the site, and remain tied to the original service request. That way, catering delivery can be coordinated from Jira without losing control of supplier communication.

What's Causing the Headaches?

✗ A catering booking can be created, amended, or cancelled, and each stage needs the right supplier notification without FM staff sending it manually.

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✗ Supplier emails need the full booking context, including form details, start time, contact details, and attachments, not a bare system notification.

✗ When multiple sites and caterers are involved, wrong routing, inconsistent wording, or missed updates quickly become an operational problem.

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What gets better with JETI?

✓ Clean Handoffs

Each catering request is handed off to the right caterer automatically, so FM does not need to chase every order manually.

✓ Traceable Communication

FM teams can see what was sent, when it was sent, and which template was used, giving them a reliable service history.

✓ Faster Changes

Booking changes and cancellations are sent out as soon as the request is updated, helping suppliers work from the latest service details.

✓ Supplier-Ready Emails

Templates make every message clear, complete, and in house style, so caterers receive an order they can act on straight away.

✓ Full Booking Context

Request data, custom fields, and attached PDFs travel with the email, reducing back-and-forth over missing details.

✓ Scalable Delivery

The same approach supports multiple locations, multiple caterers, and repeatable service requests without adding admin overhead.

GO PRIVATE-JET MODE

Book a demo and give your Jira emails a premium, polished, on-brand **experience with JETI.**

Make every email count, and own the conversation

SERVICE OPERATIONS

Service Operations teams need to manage escalations across multiple support tiers, involving both internal teams and external vendors. They must send structured escalation emails, sometimes manually and sometimes triggered automatically based on ticket status, priority, or SLA conditions. Incoming responses should be linked to the correct service request where possible, with unmatched messages triaged by the team. Communication must follow defined service processes, ensuring that updates, ownership, and resolution progress remain clear across all stakeholders.

What's Causing the Headaches?

✗ Escalation emails to vendors and external experts are sent manually with inconsistent structure and recipients

✗ Incoming responses are hard to match to the correct issue, especially across multiple handover levels

✗ Teams lack visibility into what was sent, who received it, and how conversations evolved

✗ Sensitive communications require secure handling, but email workflows are not designed for it

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What gets better with JETI?

✓ **Clear Ownership**
Every email is tied to the right issue and recipients, so handover responsibility is always clear.

✓ **Faster Escalations**
Automated parsing, routing, and templates reduce delays between support tiers and external parties.

✓ **Scalable Operations**
Standardized workflows allow teams to manage high volumes of handover without chaos.

✓ **Secure Exchange**
Sensitive communications are handled safely, including encrypted email processing.

✓ **Consistent Communication**
Reusable templates ensure professional, structured messaging across all escalation levels.

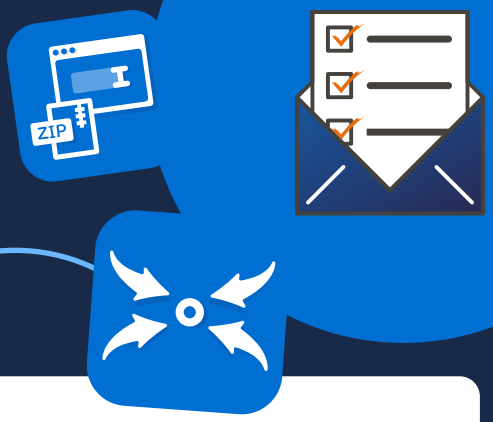
✓ **Full Traceability**
All incoming and outgoing emails are stored with the issue, creating a complete audit trail.

GO JUMBO-JET SCALE

Book a demo and run multi-tier handovers with enterprise-grade reliability in Jira – **powered by JETI.**

Make every email count, and own the conversation

EXTERNAL SYSTEM INTEGRATION



Service teams need to coordinate with external partners who each work in their own ticketing system. Requests and updates must move back and forth by email, while the internal case stays tracked in Jira. Incoming replies need to be linked to the right work item wherever possible, with unmatched messages reviewed manually. The process must keep communication centralized, traceable, and consistent without losing ticket references or creating duplicate conversations.

What's Causing the Headaches?

✗ Partner communication is scattered across multiple ticketing systems with no unified view.

✗ Email replies often create duplicates or get lost, breaking traceability.

✗ Building and maintaining integrations or middleware is expensive and resource-intensive.

✗ Manual tracking of external ticket IDs is time-consuming and leads to errors and broken communication threads.

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What gets better with JETI?

✓ **Central Visibility**
All partner communication is captured and attached to the correct Jira issue, creating a single source of truth.

✓ **Seamless Sync**
Both systems stay aligned by structuring outgoing and incoming emails in a way each side understands.

✓ **Reduced Integration Cost**
Eliminates the need for complex middleware by using email as a lightweight, reliable integration layer.

✓ **Accurate Matching**
Emails are matched using identifiers and patterns, ensuring no duplicates or lost threads across systems.

✓ **Full Traceability**
Every email, including originals, is stored and auditable, making handovers and investigations effortless.

✓ **Operational Control**
Admins define the rules once, and communication flows consistently without manual intervention.

GO JUMBO-JET SCALET

Book a demo and run high-volume partner communication with enterprise reliability in Jira – **powered by JETI.**

Make every email count, and own the conversation

IT SERVICE OPERATIONS

Service teams need to process requests arriving through multiple shared inboxes and route them into the right Jira queue without manual sorting every time. Some incoming emails must create new requests, while replies to existing cases must be linked back to the correct issue. The team also needs to exchange updates with external providers who continue working in their own tools. All communication must stay visible, structured, and tied to the right service record in Jira.

What's Causing the Headaches?

✗ Requests arrive through multiple inboxes, so triage becomes a manual routing exercise before work can even begin.

✗ Native Jira and JSM emailing do not give service teams enough control over recipients, templates, sender identity, or traceable issue-level email history.

✗ External providers work in their own tools, which makes status updates and case context harder to keep aligned in Jira.

✗ High email volume increases the risk of uncategorized requests, duplicate handling, and fragmented conversations across systems.

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What gets better with JETI?

✓ **Smarter Triage**
Inbound emails can be classified and routed automatically, so the right service queue or request flow picks them up faster.

✓ **Faster Handoffs**
External providers can keep working in their own tools while Jira stays up to date with the latest replies and case progress.

✓ **Clear Ownership**
Teams can send from the right mailbox and control TO, CC, and BCC separately, so every message reaches the right audience with the right identity.

✓ **Consistent Messaging**
Reusable templates and controlled notifications keep service communications professional, predictable, and aligned across teams.

✓ **Less Operational Risk**
Filtering, lookup rules, and issue matching reduce noise, prevent lost replies, and keep conversations tied to the right work item.

✓ **Full Traceability**
Service teams can keep a complete email trail on the issue, including originals and outbound history, making follow-up and audit checks far easier.

GO JUMBO-JET SCALE

Book a demo and run high-volume service emails with enterprise reliability in Jira – **powered by JETI.**

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HR RECRUITMENT OPERATIONS

The HR recruitment team needs to manage candidate communication through a shared recruitment mailbox while keeping the hiring process in Jira. Application acknowledgements, interview invitations, document requests, and follow-ups must be sent by email, with some messages handled manually and others triggered automatically based on hiring stage or workflow status. Incoming candidate emails need to create or update the right candidate record where possible, with unmatched messages triaged by the team. Communication must come from the recruitment email address, use reusable templates, and keep the full conversation visible on the Jira work item.

What's Causing the Headaches?

✗ Shared recruitment inboxes make it hard to see who owns a candidate conversation.

✗ Native Jira email is too limited for controlled recruiter-to-candidate communication.

✗ Recruiters lose time copying the same replies instead of using structured templates.

✗ Candidate history becomes fragmented when messages live partly in inboxes and partly in Jira.

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What gets better with JETI?

✓ **Clear Ownership**
Every candidate email is linked to the right Jira issue, so recruiters always know who owns the conversation.

✓ **Full Traceability**
Every sent and received email is captured on the issue and supported by an audit-ready record.

✓ **Faster Replies**
Recruiters send interview invites, acknowledgements, and follow-ups from Jira with reusable templates instead of writing from scratch.

✓ **Consistent Candidate Experience**
Messages come from the right recruitment mailbox with a professional, repeatable format.

✓ **Better Control**
Recruiters can manage recipients more precisely with separate To, CC, and BCC fields.

✓ **Scalable Hiring Operations**
The same structured email workflow can support higher candidate volume without inbox chaos.

UPGRADE TO PRIVATE-JET CONTROL

Schedule a consultation and keep every email traceable, consistent, and effortless **with JETI.**

Make every email count, and own the conversation

INVOICE MANAGEMENT

Finance teams need to receive supplier, partner, service provider, and internal invoice submissions into a controlled invoice intake process. Invoices should arrive through the finance mailbox, create or update the right Jira work item where possible, and keep unmatched or suspicious submissions available for triage. Approved invoices must be sent to the accounting provider with the right context, while the full invoice email history, attachments, and processing details remain visible in Jira.

What's Causing the Headaches?

✕ Invoices arrive from many internal and external sources, making intake difficult to control.

✕ Finance teams need email as the easiest submission channel, but email alone does not provide payment-ready governance.

✕ Random or unknown invoice submissions create a risk of processing or paying the wrong invoice.

✕ Accounting providers need approved invoices with enough context to process them correctly.

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What gets better with JETI?

✓ **Controlled Intake**
Invoices from suppliers, service providers, partners, and colleagues can enter Jira through a governed finance mailbox.

✓ **Safer Filtering**
Unknown, suspicious, or irrelevant invoice emails can be filtered before they create financial noise or payment risk.

✓ **Cleaner Processing**
Invoice emails can carry key processing details such as cost center, internal owner, or company entity to support downstream handling.

✓ **Accounting Handoff**
Approved invoices can be sent to the accounting provider with the right context and supporting information.

✓ **Full Traceability**
Every invoice email, attachment, sender, and processing step stays connected to the Jira work item for review and audit.

✓ **Consistent Control**
Reusable templates and controlled sender identity help finance teams keep invoice communication predictable and accountable.

JUMBO-JET RELIABILITY

Book a demo and make every invoice message auditable and dependable – even at enterprise volume – **with JETI**.

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PROCUREMENT

The procurement team needs to manage sourcing and purchasing communication in a controlled way, while keeping every vendor exchange tied to the right procurement case in Jira. Buyers send quote requests, compare supplier responses, manage approvals, place orders, and handle invoice-related replies by email. Because vendors reference PO numbers, invoice IDs, or quote identifiers instead of Jira issue keys, inbound emails must be matched back to the correct ticket, with unmatched messages triaged manually. Communication must come from the right procurement mailbox and keep the full thread visible for audit and decision traceability.

What's Causing the Headaches?

✗ Vendor replies often reference PO, invoice, or quote numbers instead of Jira issue keys, which makes accurate routing harder.

✗ Procurement emails frequently involve multiple recipients, CC chains, and attachments that must stay tied to the right case.

✗ Buyers need consistent outbound requests, but manual sending creates risk around recipients, formatting, and sender identity.

✗ Auditability breaks down when the commercial decision trail lives partly in Jira and partly in disconnected inbox threads.

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What gets better with JETI?

✓ **Clear Ownership**
Supplier replies can be tied back to the right procurement case by business identifier, so the team always knows which request, order, or invoice the message belongs to.

✓ **Consistent Requests**
Reusable templates make quote requests, follow-ups, and approval-stage emails more consistent across suppliers and purchasing teams.

✓ **Lower Manual Work**
Structured incoming-email actions reduce the need to reclassify, retype, and manually copy supplier information into Jira fields.

✓ **Clean Communication**
Separate To, CC, and BCC handling helps procurement teams keep roles clear across requesters, approvers, vendors, and finance contacts.

✓ **Full Traceability**
The full email history, including originals, stays connected to the Jira work item so sourcing decisions and vendor exchanges are easier to evidence.

✓ **Audit Confidence**
Procurement can show who sent what, when, to whom, and in what context when an approval, dispute, or compliance review needs proof.

UPGRADE TO PRIVATE-JET CONTROL

Schedule and run high-volume service emails with enterprise reliability in Jira **with JETI.**

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CUSTOMER RELEASE COMMUNICATION

Service teams need to notify customers when product fixes, improvements, or development items linked to their service tickets are released. Release notes may need to be sent automatically when a Jira version reaches released status, with one clear email summarizing the relevant ticket list and delivered to the right customer stakeholders. The communication should use a controlled release-note format, come from the correct service mailbox, and keep the sent update visible on the related Jira work items for follow-up and traceability. This helps account, support, and service teams keep customers informed without creating scattered manual updates or unclear release communication.

What's Causing the Headaches?

✗ Customers expect clear release updates tied to the tickets they reported or follow.

✗ Service teams spend time manually collecting released development items into customer-facing updates.

✗ It is hard to prove which stakeholders received which release note and when.

✗ Release communication can become inconsistent when different teams write and send updates manually.

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Release Clarity

✓ Smarter Triage

Customers receive one structured release-note email with the relevant ticket list instead of fragmented updates.

✓ Right Audience

Release notes can be sent to the correct customer stakeholders with controlled recipient handling.

✓ Less Manual Work

Automation can trigger release-note emails when the related version reaches released status.

✓ Consistent Messaging

Reusable templates keep release communication clear, professional, and aligned across service teams.

✓ Traceable Updates

Sent emails remain visible from Jira, so teams can verify what was communicated and when.

✓ Customer Confidence

Service customers get timely, reliable updates about delivered improvements without having to chase status.

GO JUMBO-JET SCALE

Book a demo and run customer release-note communication with enterprise reliability in Jira – **powered by JETI.**

Make every email count, and own the conversation

INFORMATION SECURITY – INCIDENT RESPONSE

The SOC needs to process a constant stream of system-generated alert emails tied to critical infrastructure, including suspicious activity, repeated login attempts, outages, service degradation, and potential security incidents. These alerts must be ingested quickly, routed to the right response team, and linked back to the relevant Jira issue where possible, while unmatched messages are triaged without delay. Some notifications need to trigger immediate action automatically, while others require analyst review, escalation, and follow-up communication. The full conversation and response history must remain visible in Jira so the team can maintain control, accountability, and a clear incident trail.

What's Causing the Headaches?

✗ Individual alerts can be missed, leading to no response when action is needed.

✗ Alerts can land with the wrong team, causing delays, false responses, or SLA breaches.

✗ Escalations can be sent to the wrong responders, slowing down incident handling.

✗ Communication becomes hard to follow once email threads, updates, and actions are scattered.

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What gets better with JETI?

✓ **Right Team, Fast**
Critical alerts are routed to the right team quickly, so response starts where it should.

✓ **Clear Traceability**
The full alert and response trail stays connected to Jira, making it easier to see what happened and who handled it.

✓ **Consistent Communication**
Templates and governed sending help the SOC keep follow-ups and stakeholder updates accurate and professional.

✓ **Stronger Accountability**
Every alert, action, and response is easier to track, review, and explain afterward.

✓ **Controlled Escalation**
Escalation paths stay consistent, reducing the risk of delays caused by misrouted communication.

✓ **Less Manual Chaos**
Automatic handling reduces inbox fire-fighting and helps the team stay focused during live incidents.

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If any of these use cases could be useful for your team, feel free to contact us — we'd be happy to help.

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