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# Increasing the priority of tickets when emails are marked with High Importance

Matthew Wray - 2024-01-09 - [Reactions \(0\)](#) - [Business Rules](#)

Often users will set an email to high importance through their mail client, when they would like you to prioritise their request.

This sets an importance email header in their email to high

You can use triggers in Deskpro to recognise this header and then automate actions to prioritise the ticket accordingly.

## Example

### Trigger Criteria

We want our trigger to run when the event is an email from a user and the email contains the Header Importance with the value high

Therefore we'll set the Event section to email by user.

Then in criteria we'll add email header and then specify the importance header and the value per the screenshot below:

The screenshot shows the configuration interface for a Business Rule trigger. It is divided into three sections:

- 1 Properties:** The title is set to "High importance". A note states: "This title will be used throughout the admin interface to refer to this Trigger." The trigger is enabled.
- 2 Event:** The event is set to "New ticket". The trigger is configured to be "By User". A list of channels is shown with checkboxes: Help Center, Ticket Form Widget, Messenger, Twitter, Website Widget, Email (checked), SMS, API, Phone, and WhatsApp.
- 3 Criteria:** A condition is added: "When the following conditions are met:" followed by a row: "Email header" is "high".

This example is for a new ticket trigger. You could also configure this as a new reply trigger as users may want to increase the urgency as the ticket progresses.

### Trigger Actions

You can obviously add whatever actions will best prioritise the ticket through your workflows.

A simple example might be to increase the value of the inbuilt Urgency field:

#### 4 Actions

These actions will apply when all of the criteria pass.

**Then** the following actions will run

Set urgency	Change urgency to	+ -
	Ten	

Only set if urgency is lower