



# A Superior Customer Service Platform



Solve your customers' pressing issues and provide a differentiated, positive experience at every touch point.

Say goodbye to clunky, siloed support tools and say hello to Sugar Serve. Serve provides an enhanced user experience for your support professionals, aimed at solving your customers' issues with speed and ease. Reduce blind spots and other roadblocks to achieve a standout customer experience, and let Serve do the work – allowing your support professionals to focus on creating customers for life.

## A Powerful, Process-Driven Support Solution

With out of the box workflows for SLA management, ready-to-go reports, and modern self-service capabilities—Serve has everything you need to start delighting your customers, today.

## Finally, a True 360-Degree View of Your Customers

Serve leverages SugarCRM's unique intelligent customer data platform, allowing you to access the most relevant customer information and insights to drive more informed decisions and resolve customer issues faster.

### Improve Agent Productivity ///

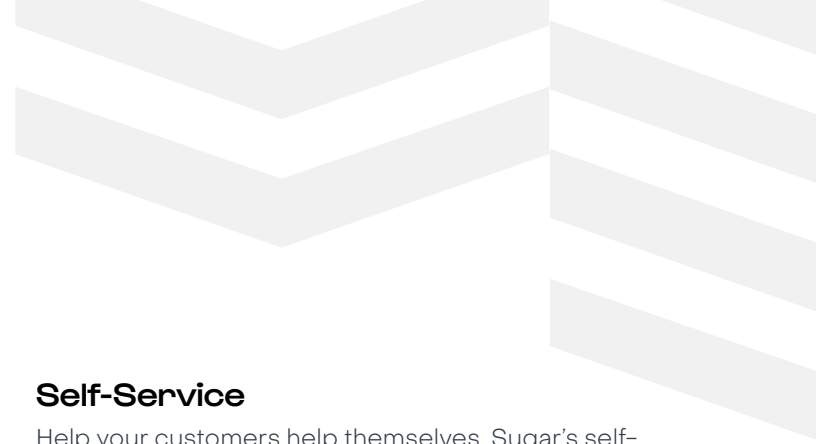
A modern UX means agents have everything they need right at their fingertips.

### Reduce Cost of Service ///

Self-service capabilities allow your customers to help themselves, lowering overall costs.

### Increase Customer Satisfaction ///

More informed, proactive support means your customers get what they need, becoming customers for life.



## Key Features of Sugar Serve

### Service Console

A unified interface that empowers agents to be more productive and better know every customer with whom they engage.

### SugarLive Omnichannel Case Management

Seamlessly embed voice, chat, and more inside Service Console to drive agent productivity across every customer touch point.

### SLA Management

Automatically calculate and measure your support organization against even the most complex service-level agreements, including managing against multi-region business centers and related business hours.

### Case Routing

Out of the box business rules for effectively routing inbound cases, including time-based re-assignment and escalations—all powered by SugarBPM.

### Self-Service

Help your customers help themselves. Sugar's self-service portal and knowledge base allows for users to quickly solve common problems—driving satisfaction and defraying customer support costs.

### Workforce Management

Create and manage agent shifts, accounting for exceptions like vacations, seasonal spikes, and more. Intelligent routing also insures cases are assigned to the best available agent every time.

### Reporting and Analytics

Pre-packaged reports and dashboards give support center managers deeper insights into the metrics that matter when driving a differentiated and superior customer experience.

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## About SugarCRM

SugarCRM is how marketing, sales, and service teams finally get a clear picture of each customer to help businesses reach new levels of performance and predictability. Sugar is the CRM platform that makes the hard things easier.

Thousands of companies in over 120 countries rely on Sugar to achieve high-definition CX by letting the platform do the work. Headquartered in Silicon Valley, Sugar is backed by Accel-KKR.

To learn more visit [www.sugarcrm.com](http://www.sugarcrm.com) or follow @SugarCRM.