

# Platform for Customer Service Heroes

Streamline customer service and provide a differentiated, positive experience at every touch point.

Say goodbye to clunky, disjointed support tools and say hello to Sugar Serve. Serve provides a rich, branded service experience for your customers and a powerful, easy-to-use and intuitive console for your service agents. Providing all the information you need to resolve your customers' issues from a single screen, Serve eliminates blind spots and enables your support professionals to focus on creating customers for life.

## A Powerful, Process-Driven Support Solution

Automate and accelerate service processes to meet your SLAs with out of the box workflows for SLA management, ready-to-go reports, and an easy-to-use self-service capability, Serve has everything you need to raise your service game and delight your customers.

## Create Better Customer Experiences

Serve platform helps to increase customer satisfaction, allowing you to access the most relevant customer information and deeper insights to drive more informed decisions and faster resolution times.



**Revenue  
Increase**

**+ 17%**



**Revenue Contribution  
from Support Team**

**+ 30%**



**Reduced Case  
Error Rate**

**- 27%**



## Capabilities That Enable Service Heroes

### Engage Your Customers

#### Omnichannel Engagement

Improve customer satisfaction connecting on customer terms and providing service wherever your customers require it by offering voice, chat, email, or self-service capabilities.

#### Self-Service

Decrease caseload and resolve issues faster with Sugar's Self-Service. Customers can easily search your knowledge base, get questions answered instantly and open cases for extra assistance.

### Empower Your Employees

#### Service Agent Console

Empower your service agents to be more productive and resolve cases with less hunting and searching for information with an easy to use and intuitive workplace.

#### Reports and Dashboards

Sugar reports and dashboards are built to give you the most accurate, up-to-date insights, and support cases metrics. Monitor customer service key performance indicators, and track changes in real time.

## Better Together with Sugar

Sugar Serve shares a common data platform with Sugar Sell product. With both solutions working together enables a truly understanding of customers across sales and service, providing a single, comprehensive view of customer history and engagement.

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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.

### Deliver Your Promises

#### Case Management

Track and manage customer requests for assistance with products or services. As a case is opened, worked on, and resolved better and faster increasing response times.

#### Sugar Automate

Accelerate service processes and guide the customer service team through repetitive tasks automating case management, tracking, and managing customer requests for assistance with products or services.

#### SLA Management

Improve NPS score and meet your service level commitments (SLA's) with automated service processes and workflows and flawless execution.

### Listen to Your Customers

#### Sentiment Analysis

Real-time insight and feedback from customers, identify opportunities for service improvement. Share it with sales and marketing and increase retention rates.