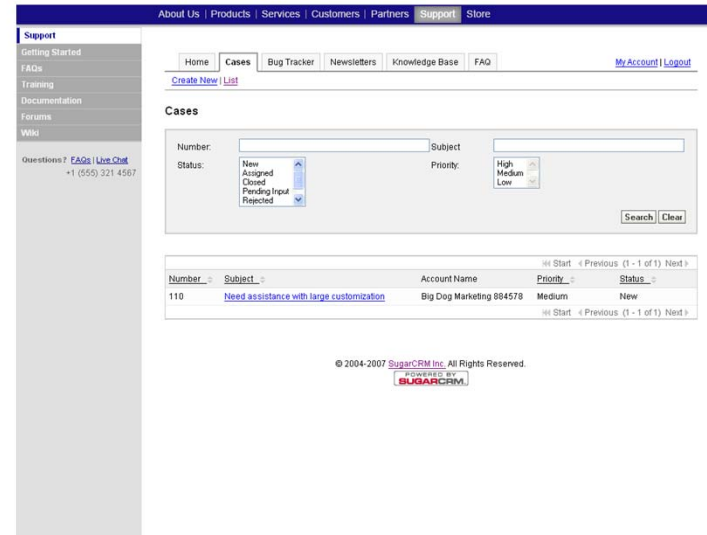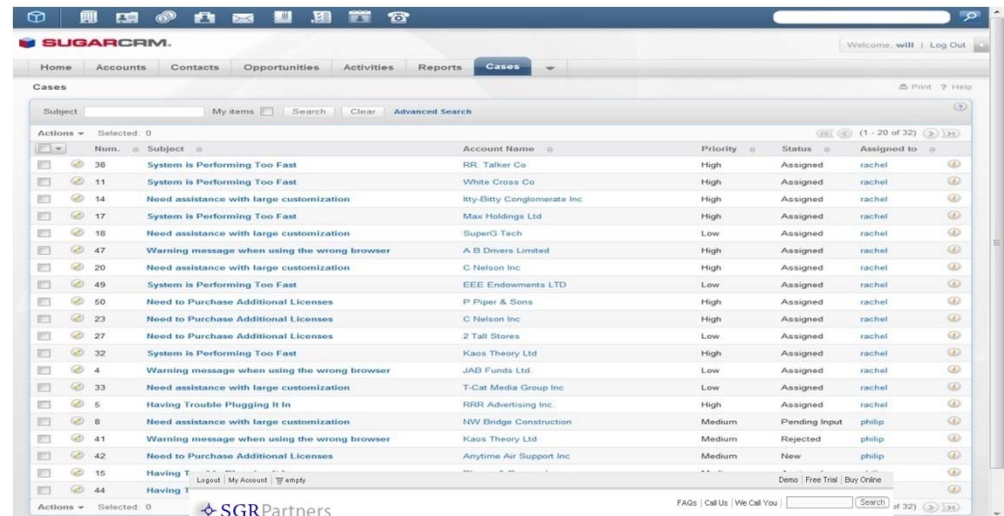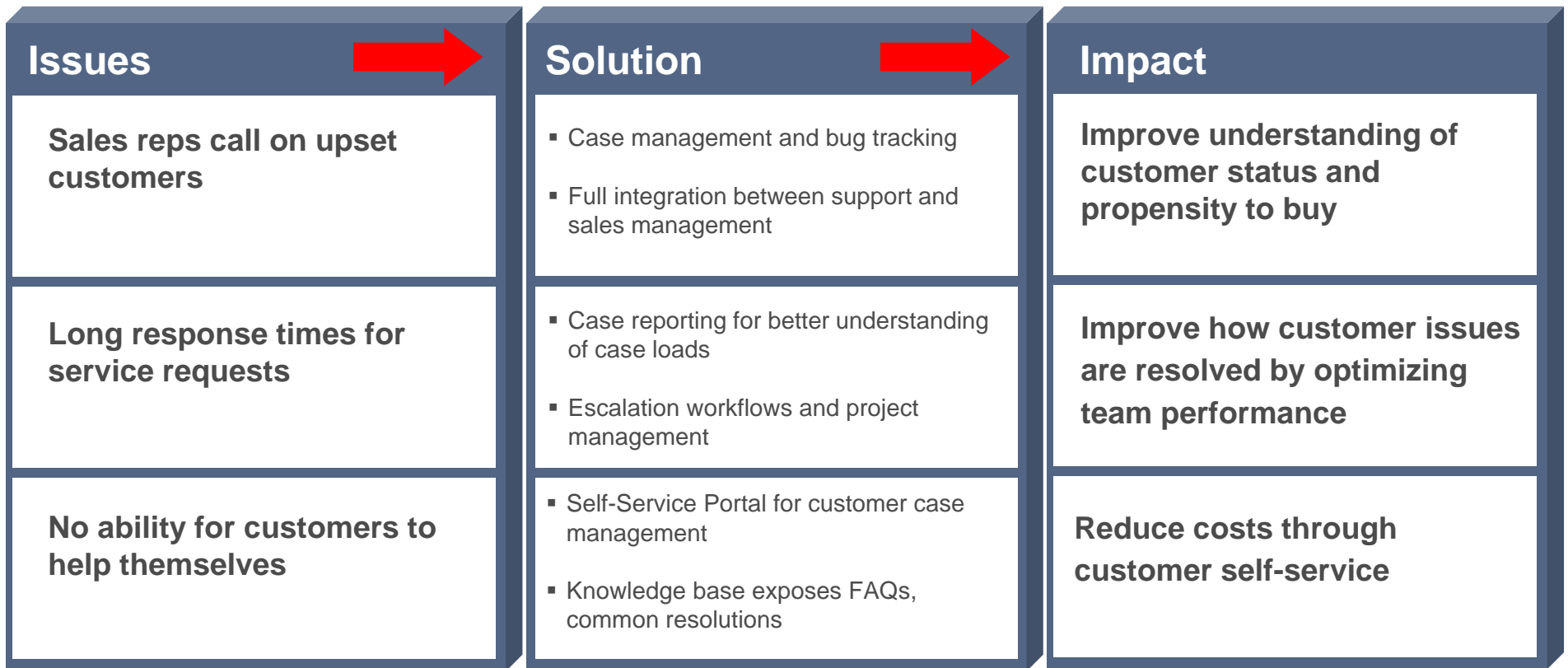# SugarCRM Customer Support

June 6, 2011

Create a Consistent Customer Experience

- Central repository for customer support and product issues
- Share knowledge and case resolutions across teams
- Reduce costs through customer self-service

SugarCRM Customer Support

Issues	Solution	Impact
Sales reps call on upset customers	▪ Case management and bug tracking ▪ Full integration between support and sales management	**Improve understanding of customer status and propensity to buy**
Long response times for service requests	▪ Case reporting for better understanding of case loads ▪ Escalation workflows and project management	**Improve how customer issues are resolved by optimizing team performance**
No ability for customers to help themselves	▪ Self-Service Portal for customer case management ▪ Knowledge base exposes FAQs, common resolutions	**Reduce costs through customer self-service**

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Case Management

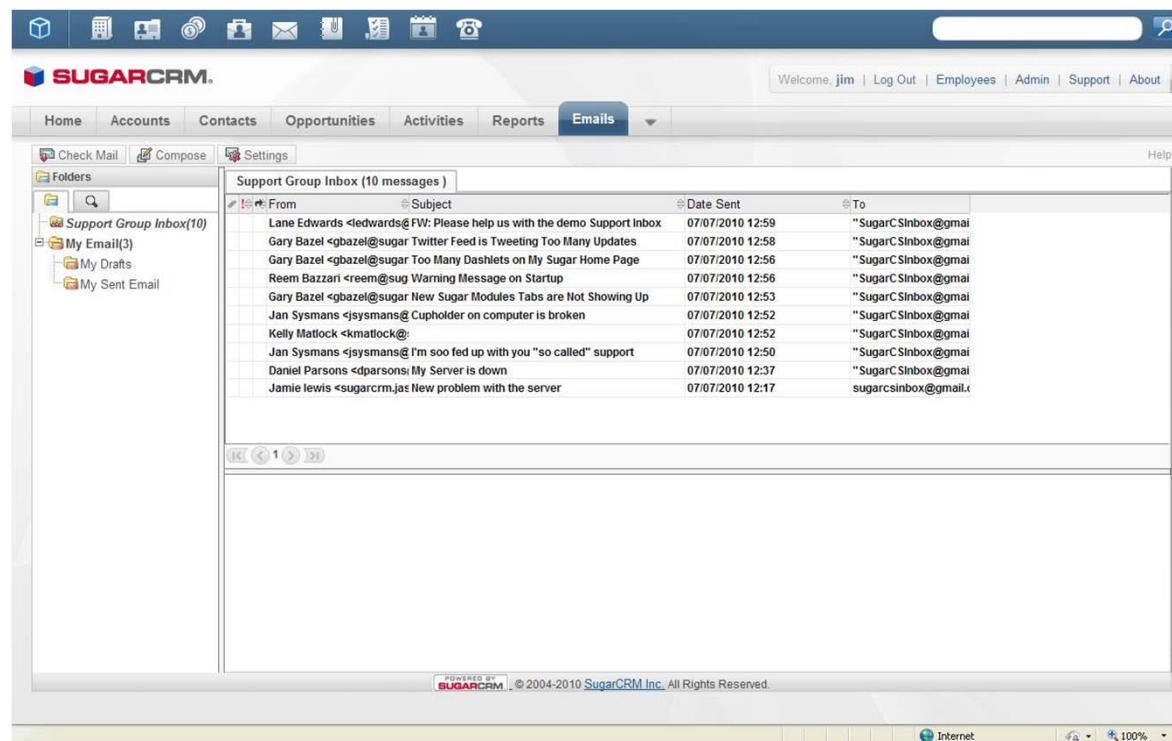- Gain a complete view of support request history
- Escalate unresolved issues for resolution
- Monitor the effectiveness of case responses

Inbound Email

- Shared group inbox manages and assigns cases based on workflow rules
- Automatically attaches to customer account record for better understanding of customer issues
- Issues can be prioritized and assigned

Knowledgebase

- Helps support teams to better manage and share information
- Supports FAQs, files, search and user ratings
- Utilizes a Wiki-like user interface for managing content
- Expose to customers for self-service

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Bug Tracking

- Systematic tracking of product defects
- Provides feedback loop to development and support
- Identify common problems and provide resolution

Bug Tracker » Comcore Corp, - License key not working properly

Print ? Help

Edit | Duplicate | Delete | Find Duplicates | View Change Log

Bug Overview

Number:	2		Priority:	Urgent
Subject:	Comcore Corp, - License key not working properly		Status:	Pending
Type:	Feature		Source:	Internal
Category:	Product Catalog		Resolution:	Fixed
Found in Release:			Fixed in Release:	
Description:	Cannot access maintenance module due to license key error # 43908			
Work Log:	New license key generated and emailed to client.			
Show in Portal:	☐			

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Self-Service Portal

- Customers can log cases, upload relevant information, and track cases to resolution
- Update account information and newsletter subscriptions
- Reduces the number of inbound support calls

Case Reporting

- Monitor the effectiveness of case responses
- Identify and prioritize customer problems
- Measure how issues are resolved across individuals and teams

NEW CASES BY MONTH

Total is 208

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