

KEY FEATURES

- Open, Track & Resolve Support Incidents
- Unlimited Support Tickets Per Contact
- Quick View of Support Cycle
- Track Resolution Time & Costs
- Service Level Agreements (SLAs)
- Track Billing Information
- Complete Customer History
- Automatically Convert E-Mail into Tickets
- Return Merchandise Authorizations (RMAs)
- Knowledge Base
- Support Process Automation
- Track Activities
- Attach Documents
- Web-based Customer Self-Service
- Track Support Productivity
- Graphical Support Flashboard
- Analytics & Reporting

Empower Your Support Staff

By managing, synchronizing, and coordinating customer interactions across all channels, including telephone, e-mail, fax and Internet, your company has the information required to deliver world-class service and generate additional sales. Surado CRM provides an integrated system that not only allows representatives to track service communications, but empowers your entire team with the comprehensive overview needed to improve customer satisfaction, reduce churn and maximize revenue and profitability.

Reduce Time and Costs

The key to providing outstanding customer support is resolving customer inquiries quickly and accurately. Surado CRM enables your support personnel to work efficiently by providing a complete help desk system that tracks inquiries and issues, as well as an integrated support knowledge base with keyword searches.

Complete tracking of customer history, likes and dislikes as well as case lifecycle provide a full picture of each customer, resulting in your ability to provide better support in less time. Track contracts and Service Level Agreements (SLAs) and create Return Merchandise Authorizations (RMAs) directly in Surado CRM.

The Surado Web Self-Service module provides clients with Internet knowledge base search as well as ticket submission and review for self-service support resolutions. Anytime access improves customer satisfaction while reducing support costs.

Business Process Automation

Surado CRM provides advanced Business Intelligence features with a Support Process Manager to handle routing, load balancing, escalation, automated response, and even ticket updates and deletions automatically.

By automating labor-intensive processes, such as routing and responding to support tickets and notifying customers of soon-to-expire SLAs, support representatives can focus on providing faster responses and more personalized service, improving customer experiences and profitability.

Automatically convert incoming e-mail messages into support tickets, including attachments. Surado CRM support rules can then search the tickets for keywords and automatically respond and/or load balance them amongst qualified representatives.

Management Tools

Surado CRM provides managers with the tools necessary to review and analyze every aspect of the service cycle. Managers can access reports analyzing appropriate use of staff and resources, including the costs associated with each support incident.

To ensure timely resolution of all open issues, managers can customize automated alerts, redirecting and escalating follow-up with the appropriate support personnel. Managers can also update the support knowledge base as a result of past calls and resolutions.

The Surado CRM Support Flashboard is a fully customizable module that provides real-time graphical views of support ticket information. The Flashboard provides valuable workload information and can alert decision makers about potential problems and operability trends within an organization.

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