sugar serve

SugarLive

Supercharge Sugar Serve with AI-Powered, Omnichannel Customer Experiences

SugarLive brings the power of omnichannel customer interactions to Sugar Serve, seamlessly embedded in Serve's innovative Service Console user interface. With SugarLive, you get the power of omnichannel engagement without complexity or costly technology investment.

Add Omnichannel fast, with the power of Amazon Connect

SugarLive is built upon the leader in cloud communications – Amazon Connect. All of Amazon Connect's extensive communications, routing and other features are pre-integrated with SugarLive and Sugar Serve. This means you can be up and running with an omnichannel experience for your customers in minutes – not days or weeks.

Low Risk, High Reward

SugarLive requires only an Amazon Connect account to begin leveraging core omnichannel communications tools right inside Sugar Serve. And with Amazon Connect, there are no major up-front costs involved – pay only for the voice minutes and chat messages you use.

The power of AI in your Support Center

SugarLive allows you to build powerful call and chat flows that combine the intelligent response and routing tools of Amazon Connect with the advanced workflow of SugarBPM. With SugarLive you can easily:

- Build interactive voice response (IVR) flows and call routing rules in minutes

- Add intelligent chat tools to your company website to reduce service costs

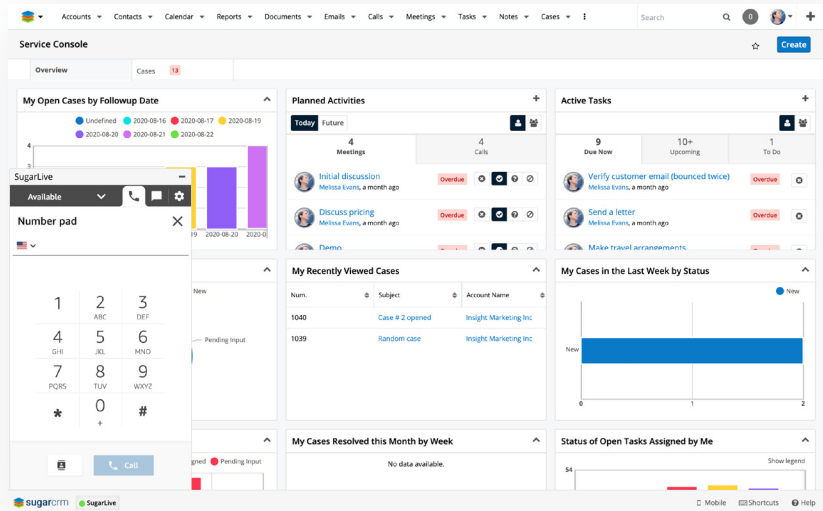- Record and analyze all inbound communications to improve the customer experience and satisfaction

Key Features

Omnichannel Service Console UX – Bring voice, chat and more seamlessly into the highly intuitive Sugar Serve Service Console, driving enhanced agent productivity

Live Chat Self-Service – Add chat functions to your company web properties to drive lower cost, self-service support models

Intelligent Communications and Workflows – Leverage the artificial intelligence (AI) and machine learning elements of Amazon Connect inside Sugar Serve to build predictive, dynamic customer experiences across all engagement channels

Global Call Center Integration – Build a global support network in a few clicks with the power of Amazon Connect's telephony solutions inside Sugar Serve's innovative customer response solution set

Pricing & Availability

SugarLive is available now. There is no additional cost for Sugar Serve users to access SugarLive – all you need to get started is a Serve instance and Amazon Connect Credentials.

Learn more about Sugar Serve and SugarLive at **www.sugarcrm.com/solutions/sugar-serve**

Get Started using Amazon Connect at **https://aws.amazon.com/connect**

About SugarCRM

SugarCRM time-aware sales, marketing, and service software helps companies deliver effortless and predictable customer experience. For mid-market companies and anyone that wants a CX-driven platform, Sugar gives teams the time-aware customer data they need to create a seamless customer journey and increase customer lifetime value. More than 4,500 companies in over 120 countries rely on SugarCRM. Based in Silicon Valley, SugarCRM is backed by Accel-KKR.

To learn more visit **www.sugarcrm.com** or follow **@SugarCRM**.

sugarcrm

NORTH AMERICA | LATIN AMERICA | EUROPE | ASIA-PACIFIC