C1 SmartStart for Customer Service Management (CSM)

Rapid deployment of ServiceNow CSM that modernizes case intake, routing, SLAs, and self-service. Automation and dashboards improve customer experience, reduce cost, and scale support operations efficiently.

Multi-Channel Intake

Portal, email, and chatbot case capture with intelligent routing by product, tier, and customer segment.

Self-Service Portal

Knowledge base deflection reduces volume through automated self-service and guided resolution paths.

Automated SLAs

SLA timers with breach prevention, automated tasking, escalations, and proactive customer notifications.

Performance Dashboards

Real-time visibility into CSAT, case volume, MTTR, and agent performance metrics for leaders.

Measurable Impact

- **20–40%** reduction in agent workload
- **25–50%** faster case resolution
- **15–30%** CSAT improvements
- Fewer SLA breaches and lower cost per case

Primary Use Cases

- Faster case assignment and routing
- Volume reduction through self-service
- Improved SLA performance tracking
- Increased customer transparency
- Optimized support operations

Positioning: A modern, scalable, automated CSM foundation for enterprise support. Typical pricing **$XX,XXX–$YY,YYY** depending on channels and product complexity.