



# CASE MANAGEMENT

Organizing Customer Care Resolution

## THE PROBLEM

Thousands of comments pour into brands' social channels every day. Through this digital outreach, brands can personally engage with their communities, promote customer loyalty, and also resolve customer service issues. It's a critical chance to win over and leverage potential advocates.

For customer care teams, though, keeping up with the sheer volume of daily messages, meeting SLA requirements, and actually resolving issues is a tough balance. When care representatives don't know the previous conversations or background of a customer's issue, how can they provide excellent service?

Customer requests may address similar topics, such as a known product performance issue, expected service delays, or a broader company event. These individual messages are related, but in order to find a real solution, they must be aggregated, organized, assigned, and constantly monitored.

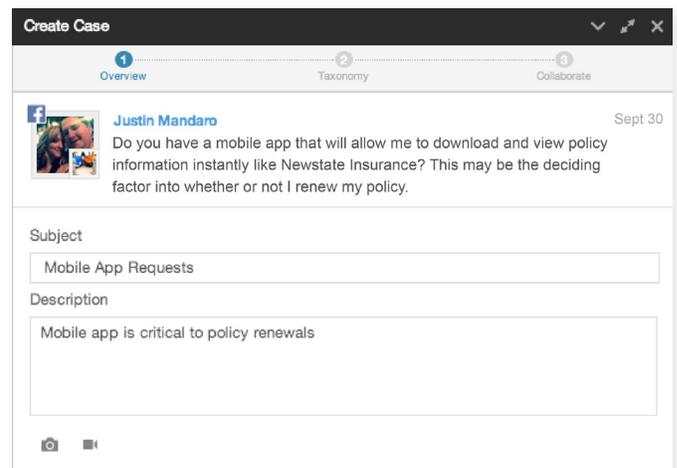
With multiple people involved throughout the company on any support issue, collaboration on these related cases can be difficult without a process. Establishing an efficient workflow is critical to fast resolution.

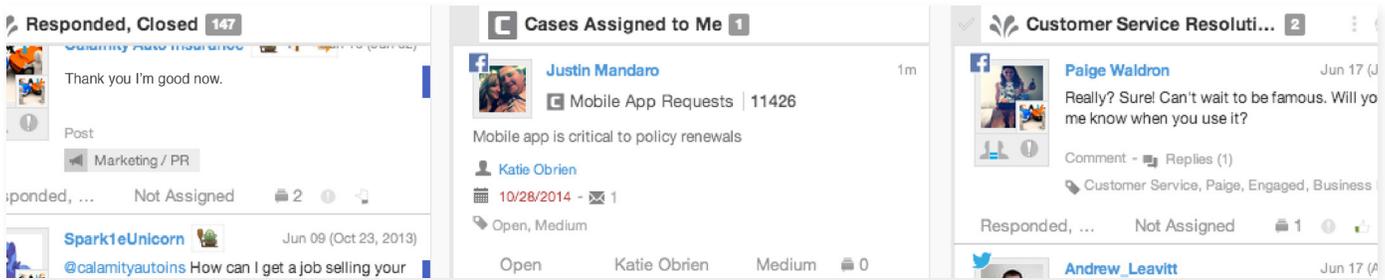
Brands need the ability to compile messages into a shared "case" for greater context—which messages relate to the same topic (case)? Which cases are resolved or still pending? Which cases are high priority and actively worked on?

## THE SOLUTION

Sprinklr case management provides instant collaboration around case details and progress, so resolution happens faster

1. Group multiple inbound messages - from across channels - into a case (or create a rule to auto-create cases)
2. Have a unique ID assigned to each case for easy identification
3. Identify a case assignee and subscribers to follow the case progression
4. Subscribe to notifications for case updates
5. Easily track the status of each case and its history
6. Collaborate on any new updates or status changes
7. Report on the findings upon resolution





With case management, service teams can understand which issues take the longest to resolve. **Chronological organization** of individual messages also provides service representatives the full context of a user's conversations around a particular case, so communications are more natural.

Cases are visible in **moderation dashboards** to move action plans forward. Teams can organize the dashboards however they choose—by case ID, by case topic, by assignee, etc.

And cases don't remain stagnant either. With **configurable rules and automation**, new activity—status changes, comments, etc.—immediately updates the case. If new customer messages come in (or if new company messages go out), they will automatically be added to the appropriate case.

When progress is made on the case, teams will be on the same page with the new status and internal comments.

Better governance can also be achieved by automated rules, user permissions, and audit trails (solid tracking of what actions occurred, by whom, and when for each case).

Case management can even address alternate scenarios like lead generation. In that circumstance, creating a case would represent a new sales opportunity waiting to be assigned.

The work of customer support never stops. Case management, combined with Sprinklr automation and moderation, makes the process of delighting customers that much more attainable in high-volume environments.



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