

# Sugar Winter '20 Release – FAQ

## GENERAL

### How does this release connect to the New Sugar “[Three Pillars](#)” Strategy?

The Sugar Winter '20 Release continues to advance our “no-touch information management” philosophy, with numerous great new features aimed at improving the lead funnel, increasing renewal rates for recurring revenue models, and optimizing first call resolution rates inside customer support centers.

### When is the general availability (GA) date for the Winter '20 Release?

The Winter '20 Release is scheduled to be generally available on January 13, 2020.

### Can the Winter '20 be deployed on-premise?

No, the Winter '20 release is only available on SugarCloud products.

## SUGAR SELL

### What's new in Sugar Sell?

- Service Products:** We added the *ability to support subscription-based products in our product catalog, revenue line items, and quote line items*. Sell has been enhanced to manage the subscription duration of time-based items, such as annual service contracts, subscriptions, and other renewable revenue items.
- Renewals Console:** Our new Renewals Console is an orchestrated user experience for sales professionals specializing in selling subscription-based products. A renewals console dedicated to managing customer renewals provides sales teams with vital information on the renewal pipeline and individual customer interactions, enabling diligent pipeline management, improving renewal rates, and increasing revenues.
- No-touch renewal pipeline automation:** Another added capability is the automatic creation of renewal opportunities. When an opportunity with at least one subscription product is closed, Sugar will create a renewal opportunity with an expected close date aligning with the end date of the subscription. *As your team closes business, Sugar Sell builds your renewal pipeline automatically.*
- Active Subscriptions dashlet:** Another new Sugar Sell feature that makes it easy to manage your subscription-based business. This dashlet shows you all of the products a customer is actively subscribed to, the duration of each subscription with clear start and end dates in an intuitive and easy to read timeline format.

## When is the general availability (GA) date for the Sugar Sell Winter '20 Release?

Sugar Sell Winter '20 Release is scheduled for general availability on 14 January 2020.

## How does the Renewals Console fit into the New Sugar and The Three Pillars?

**Time-Aware Customer Experience Platform:** With subscription services, every customer needs to be re-sold the same products, and potentially upsold additional units or cross-sold related offerings at the end of every renewal cycle. The new renewal console gives salespeople the ability to quickly view and act upon any issues that may affect the renewal of the contract with any customer no matter where they are in the customer journey, increasing the probability that they will renew when the time comes.

**No-Touch Information Management:** Other CX solutions require sales teams to manually enter new opportunities for renewals, which results in missing or late stage identification of these opportunities. Sugar Sell automatically creates a renewal opportunity with an expected close date that aligns with the end date of the renewable service. This enables deeper visibility into the renewal pipeline, better on-going communication with customers, and obstacles that could prevent renewal.

## What are the benefits of the Renewals Console?

- Higher renewal rates
- Improved customer experience
- Greater sales efficiencies
- Shorter sales cycles
- Greater cross-sell and up-sell success

## AUDIENCE

### Who is the target customer for the Renewals Console?

- All Sugar customers, partners and prospects who run a subscription-based business
- All Sugar customers, partners and prospects with a recurring revenue component to their businesses
- Sugar Sell customers who use RLIs

### Is the Renewals Console available in Enterprise or Professional?

- The Renewals Console and the renewal pipeline automation feature is only available in Sugar Sell
- Support for duration-based products in the product catalog is available in Sugar Sell, Enterprise and Professional
- Support for duration-based products in revenue line items is available in Sugar Sell and Enterprise (not Professional)

- Support for duration-based products in quoted line items is available in Sugar Sell, Enterprise and Professional

## DIFFERENTIATION

### Do other CX solutions offer these same capabilities?

Sugar Sell can support subscription products catalog, enable sellers to manage opportunities and quotes that contain duration-based, renewable services, and auto-generate the renewal pipeline from day one without any customizations. Many CRMs require extensive customization or third-party integration.

## PRICING

### How much does the Renewals Console cost?

There is no additional cost for these enhancements to Sugar Sell customers.

## SUGAR SERVE

### What's new in Sugar Serve?

Sugar Serve, SugarCRM's customer service and support automation offering, has many new features added in the Winter '20 release. The additions focus on SLA management and time tracking, both aimed at optimizing your effectiveness responding to customers' needs.

New SLA reporting includes new fields to capture and better manage information surrounding customer support cases. These include:

- First Response Target/Actual
- Hours to First Response
- Business Hours to First Response
- Variance from Target/Actual
- First Response SLA Met
- First Response User

With these new fields capturing rich time-based data, Sugar Serve now offers out of the box SLA reports so support teams can understand and visualize their response rates with customers. These new reports include the following:

- Average Time to First Response by Agent
- Daily Average Time to First Response
- First Response SLA Success Rate

- Cases That Missed the First Response SLA
- Average Difference from Follow-Up Date by Week by Agent
- Open Cases Awaiting First Response That Missed SLA
- Open Cases Awaiting First Response Within SLA
- My SLA Success Rate
- My Average Difference from Follow-Up Date by Week

In addition, Sugar Serve now tracks the time spent on specific cases, or stages in the case resolution process. This data is stored in a new module called the Change Timer. When a case status changes, Serve logs the change and calculates the hours elapsed since the previous state.

Sugar Serve Winter '20 Release also includes new out of the box, time-aware reports that help identify agent and team effectiveness when responding to customer cases. These reports include:

- Average Time to Resolution by Type
- Average Time to Resolution by Agent
- Total Time spent on Cases by Type
- List of Changes to Case Status

### **Will SLA Management and Time Tracking reports be added to the support feature set of Sugar Professional or Enterprise?**

There are no plans to add these features to Professional or Enterprise at this time. These features will only be available in Sugar Serve.

### **What are the benefits of Sugar Serve?**

Sugar Serve's new features allow support organizations to better understand their SLA attainment, as well as visualize and analyze the time spent working through customer support cases, both at a granular and macro-level. This provides a number of benefits:

- Improved visibility into SLA attainment can help predict customer satisfaction levels
- Identifying gaps in SLA attainment inside customer accounts can help predict and combat potential customer churn issues
- Time-aware tracking can help identify which agents are performing at optimal, or sub-optimal levels
- Understanding average time to response can direct service agent training efforts and provide more accurate staffing for peak support times – saving time, money and human resources

## AUDIENCE

### Who is the target customer for Sugar Serve?

The target customer for Sugar Serve are a midsize business with structured customer support/call center operations. Companies in manufacturing or professional services verticals are strong contenders for Sugar Serve's rich feature set.

## PRICING

### How much does Sugar Serve cost?

The pricing for Sugar Serve remains at \$80 per user/per month.

## SUGAR ENTERPRISE

### What has been added to the Enterprise version?

Support for Service Products in the Product Catalog, Revenue Line Items and Quoted Line items:

- Product Catalog
- Revenue Line Items
- Quoted Line Items

**Note:** The Renewals Console and the Renewal Pipeline automation features in Sugar Sell are not available in Sugar Enterprise. In addition, the Service Console with SLA management and time tracking reports in Sugar Serve are not available in Sugar Enterprise

## SUGAR MOBILE

### What's in this release?

Sugar Mobile now includes support for Tags, users can now:

- Classify or "tag" any record straight from your mobile device
- Create new tags or remove tags from existing records
- Search for records containing specific tags from Global Search

### What versions of Sugar products do I need to benefit from these enhancements?

You must use Sugar Sell, Sugar Serve, Professional or Enterprise to take advantage of these new features and use Sugar Mobile release 16.0, which is scheduled to be available by the end of January 2020.



## SUGAR MARKET

### What's new in this release?

Sugar Market has improved the email bot click detection algorithm to enhance marketing accuracy and efficiency reporting. Marketers now get a more accurate picture of email campaign response rates, ensuring they allocate marketing spend towards the activities that drive real engagement.

## SUGAR WINTER '20 RELEASE

### Where do I go to review the full details of this release?

Please **review** the full details on our [community](#).