



Communicate On Their Terms

SugarLive brings the power of omnichannel customer interactions to the Sugar platform, helping you modernize and streamline customer interactions cost-effectively across all communication channels. 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 seamlessly embeds Amazon's market-leading omnichannel communications capabilities into the Sugar platform. This makes it easy to sell and support customers over their preferred communications channels – voice, email, web, chat, or portal – all from within Sugar while maintaining a single, unified interaction history. Best of all, you can be up and running with SugarLive quickly and cost-effectively.

Low Risk, High Reward

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

AI-Powered Communications

SugarLive makes extensive use of advanced technologies like SugarPredict and SugarBPM to support powerful call and chat flows that combine automated response, intelligent routing, and automated workflow. 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 sales and service costs
- Analyze customer and agent sentiment from conversations

SugarLive

Improve Customer and Agent Experience ///

Communicate with your customers wherever they need it, while making it easy and seamless for your agents.

Multiple Channels, Long Conversations, One History ///

Ensure all customer interactions are part of a single documented conversation history, regardless of channel.

Route Right the First Time ///

Never make customers repeat themselves again. Save time and money by working smarter and routing sales calls and support cases based on skills and availability.

Integrate Immediately ///

SugarLive pre-integrates Amazon Connect into the Sugar platform so companies can enable omnichannel sales and service in days, not months.



Key Features

Integrated Omnichannel Communications

Increase sales and service agent productivity by seamlessly integrating voice, chat, email, and portal communications directly in the Sugar experience.

Intelligent Routing and Deep Insight

Leverage SugarPredict's AI capabilities to build powerful call and chat flows, and understand customer and agent sentiment.

Chat-Based Sales and Service

Easily add chat functions to your company web properties to enable lower cost sales and support models.

Pre-Built Integration

Enable omnichannel sales and service in a matter of days, not months.

About SugarCRM

SugarCRM is how marketing, sales, and service teams finally get a clear picture of each customer to help businesses reach new levels of performance and predictability. Sugar is the CRM platform that makes the hard things easier.

Thousands of companies in over 120 countries rely on Sugar to achieve high-definition CX by letting the platform do the work. Headquartered in Silicon Valley, Sugar is backed by Accel-KKR.

To learn more visit www.sugarcrm.com or follow [@SugarCRM](https://twitter.com/SugarCRM).