Contract Hand-off Procedures

Standard Operating Procedures Documentation

Last Updated: Kevin Bogdan - 1/7/2025 4:56 PM

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# Overview

## Purpose

This document defines and establishes expectations for the handoff process of newly acquired and updated contracts from the Sales & Marketing team to Service Ops, Billing & Finance, and Service Delivery teams for client and agreement setup in PSA, Autotask, invoicing, and service initiation.

## Scope

This process applies to the hand-off of newly acquired or updated contracts from the Sales and Marketing Team to Service Ops, Service Delivery, and Billing & Finance Teams.

## Definition and structure

Below

## Responsibilities

* **Sales and Marketing -** The Sales and Marketing team will be responsible for the following:
  + Completion of new or updated contract.
  + Submit the Contract Request Form
  + Follow up on contract creation in Autotask
  + Schedule handoff meeting with Account Manager / Consultant.
* **Service Operations –** The Service Operations team will be responsible for the following Items:
  + Reviewing incoming tickets and emails for new contract creation and changes.
  + Perform all work and communication through the generated ticket.
  + Acknowledge receipt of requests and confirm expected completion date.
  + Complete client, contract, and project setup based on Priority of the request:
    - Low: 7 Days
    - Medium: 3 Days
    - High: 2 Days
    - Urgent: 1 Day
  + Notify the ticket creator, Service Delivery Manager, and Account Manager upon completion.
* **Billing and Finance –** The Billing and Finance team will be responsible for the following Items:
  + Reviewing incoming tickets and emails for new contract creation and change requests.
  + Perform all work and communication through the generated ticket.
  + Raise invoices once request is received.
* **Accountability**: All parties involved in this process share responsibility for ensuring a smooth handoff. If a step is missed, the Operations Coordinator will prompt action or address the issue. However, all parties should escalate their concerns to the Operations Coordinator if an issue is not resolved. Refer to the Escalation Path and Problem Resolution section for further details

# Procedures and Workflow

After Sales and Marketing completes and receives a signed agreement, the following steps should be followed:

1. Complete the [Contract Request Form](https://forms.office.com/r/h5GCgbA5kf) with necessary details.
   1. Uploaded PDF of Contract
   2. Type of Request
      1. New Client/Contract Creation
      2. Existing Client: Contract Change
      3. Existing Client: Additional Services
   3. Priority of Request
      1. Low: 7 Days
      2. Medium: 3 Days
      3. High: 2 Days
      4. Urgent: 1 Day
   4. Form Submitter (Name)
   5. Client Name
   6. Type of Service(s) being signed up for
   7. Primary Point of Contact Name
   8. Primary Point of Contact Email
   9. Primary Point of Contact Phone Number
   10. Additional Contact Information
   11. Service(s) Start Date
   12. Assigned Consultant
   13. Consultant Email
   14. Contract Type
       1. Recurring Services
       2. Block Hours
       3. Fixed Fee
       4. Time and Materials
       5. Retainer
       6. Per Ticket
   15. Contract Amount
   16. First Invoice Date
   17. First Invoice Amount
   18. Additional Notes
2. The form generates an automated email, which creates two tickets in Autotask (one for Service Ops and one for Billing & Finance).
3. Billing and Finance reviews the request and raises the invoice to the client.
4. Service Ops reviews the request and schedules or completes work.
5. Once complete, Service Operations informs the form submitter and relevant parties (Service Delivery Manager, Consultant) that work can begin.
6. Operation Coordinator reviews the created or updated items.
7. Sales and Marketing schedules a handoff meeting with the Consultant.
8. The Consultant schedules a kick-off meeting with the primary client contact.

# Escalation Path and Problem Resolution

1. **Urgent Creation or Change Request**
   * If a new request is urgent and needing immediate attention, please be sure to complete the following actions:
     1. Mark the Priority on the Request as “Urgent”
     2. Include detailed instructions and contextual information in the “Additional Notes” section at the bottom of the form.
2. **A request form has been submitted but has not been acknowledged or a step has not been completed.** 
   * After Sales and Marketing has submitted a request and no action has been taken within 2-3 business days perform the following actions
     1. Reply to the automated ticket email generated from form submission CCing Operations Coordinator asking for an update on the request.
     2. Operations Coordinator will address concern with Service Operations and provide update on Sales and Marketing.
3. **A mistake has been made during the creation/updating process.** 
   * If a mistake has been made during the creation/updating process of the client, contract, contact(s), and or projects immediately email the Operations Coordinator providing a description of the issue and reference to the particular contract request.
4. **There is uncertainty regarding how to complete the new contract request.**
   * If Service Operations is unsure of how to complete the new contract request, service operations are to complete the following Items
     1. Mark the Ticket in Autotask as “Waiting on ProVal” status
     2. Immediately email the submitting party of the request for clarification and CC the Operations Coordinator.
5. **Delay in Client Onboarding or Service Start**  
   If there is a delay in the client onboarding or service initiation due to incomplete or missing data:
   * **Sales & Marketing** should follow up with the Account Manager and Service Operations to gather the necessary information.
   * If the delay continues beyond a reasonable time (e.g., 3-5 business days), escalate the issue to the O**perations Coordinator** for resolution.
   * The **Operations Coordinator** will liaise with the relevant teams to ensure completion and communicate the delay to the customer if needed.
6. **Inaccurate Contract Information**  
   If the contract information provided is incomplete or incorrect (e.g., missing contract dates, incorrect billing details):
   * **Sales & Marketing** should immediately review and correct the contract details.
   * If the issue cannot be resolved quickly, escalate the matter to the **Operations Coordinator**, who will work with the necessary teams (e.g., Billing & Finance) to resolve the discrepancy.
7. **Miscommunication Between Teams**  
   If there is a breakdown in communication between teams (e.g., Sales & Marketing not effectively communicating contract changes to Service Operations):
   * The O**perations Coordinator** will investigate the communication failure, ensure both teams are aligned, and remind them of the handoff process.
   * Any significant miscommunication should be reviewed by management to adjust the process or provide additional training to involved parties.
8. **Failure to Meet SLA for Contract Creation/Setup**  
   If Service Operations fails to meet the SLA (e.g., completing contract setup within 3 business days):
   * The **Service Operations Team** should flag the ticket as high priority and escalate it internally if the SLA is at risk.
   * If the SLA is missed, the **Operations Coordinator** will review the cause, identify any bottlenecks, and ensure corrective action is taken.
9. **Unresolved Issues After Escalation**  
   If an issue persists even after escalation (i.e., after the Operations Coordinator has intervened and the problem remains unresolved):
   * The **Operations Coordinator** should escalate to upper management (e.g., Director of Operations or Senior Management) for a final resolution.
   * Management will review the case, provide resources or support to resolve the issue, and update the involved teams on the resolution process.