



# Customer Support Management Platform

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# 1. Overview

A SaaS-based customer support platform that helps businesses manage customer interactions while providing support agents with full customer insights.

The platform includes live chat, AI automation, analytics, and a customer history dashboard to improve response times and service quality.

## 2.Value Proposition

For Businesses:

- Efficient support system with chat, ticketing, and automation
- Analytics on agent performance, response time, and customer experience
- Integration with e-commerce platforms & CRMs

For Support Agents:

- Complete customer profile (orders, events, last modifications)
- Smart workload balancing & automated response suggestions
- Real-time insights on customer history

## For Customers:

- Instant support via chat & AI bot
- Seamless tracking of order status & account changes
- Faster issue resolution with informed agents

# 3. Revenue Model

## Subscription Plans (SaaS Model)

- Basic (Freemium) – Limited chats & analytics
- Standard (\$49/month) – Full analytics, 5 agent seats, AI chatbot
- Premium (\$99/month) – Custom dashboards, API integrations
- Enterprise (Custom Pricing) – Dedicated support & advanced automation

## Additional Revenue Streams

- White-label solutions for large businesses

## 4. Key Features

- Live Chat & Ticketing System
- Agent Dashboard with Full Customer Profile (Orders, Events, History, Profile Changes)
- AI-powered Response Suggestions
- First Response Time & Handling Time Analytics
- Multi-platform Integration (Shopify, WhatsApp, CRMs, etc.)

## 5. Market Strategy

- SEO, Social Media & LinkedIn Ads
- Referral Program & Partnerships with E-commerce Businesses
- Cold Outreach to Growing Brands & Startups



## 6. Competitive Advantage

- 360° Customer View for Agents (Orders, Profile, History, Events)
- Affordable AI-driven analytics & chat automation
- Seamless integration with e-commerce & CRMs

## 8.Conclusion

This platform enhances customer support efficiency by equipping agents with real-time customer data and optimizing service performance. A scalable SaaS model ensures consistent revenue growth and market expansion.