

# Act quickly, recover confidently, drive loyalty

Case management transforms service recovery into loyalty-building opportunities.



## Summary

- ▶ Alert your teams instantly to experiences that require resolution
- ▶ Assign, track, and escalate cases as required
- ▶ Respond directly with personalized messages and AI-powered templates
- ▶ Monitor performance to improve outcomes and prevent repeat issues
- ▶ Turn dissatisfied customers into loyal advocates through effective service recovery



**More than half of customers will switch to a competitor after only one bad experience**



Customer expectations have never been higher, yet it's inevitable that some experiences will fall short. When issues arise, there's only a brief window to turn a negative interaction into a positive one. Giving teams visibility into problems as they happen creates the opportunity to act quickly, resolve issues effectively, and turn dissatisfied customers into loyal advocates.

## What is case management?

Case management is a centralized, multi-source closed-loop system that enables your teams to promptly assign, track, and resolve customer issues. The platform provides the tools to manage every stage of service recovery—ensuring timely action, effective follow-up, and long-term improvements.

## Why it matters

To meet rising expectations, brands need tools that surface issues instantly and guide teams toward the right action.



### Alert

Notify your teams in real time when a customer raises an issue, so they can act immediately and prevent escalation. Acting fast not only reduces churn but also creates an opportunity to rebuild trust before a dissatisfied customer walks away.

**84% of customers who are highly satisfied with their problem resolution express a high likelihood to return (SMG).**





### Assign

Managers can assign cases to the right team member, re-assign or escalate if needed, and track progress throughout the process. Clear accountability ensures cases move forward quickly and efficiently, strengthening customer confidence in your ability to listen and act.



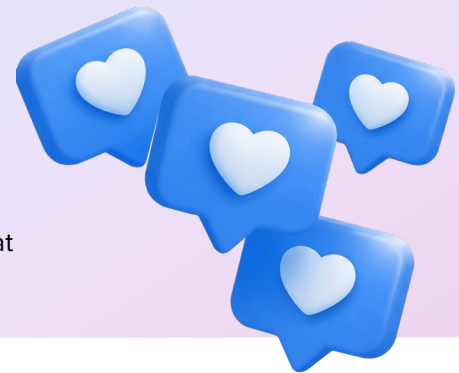
### Respond

Users can respond directly to customers with customizable templates or AI-assisted drafts based on case history. By delivering timely, personalized resolutions at the click of a button, brands can turn a negative interaction into a positive one and increase the likelihood of long-term loyalty.



### Improve

Monitor team performance against benchmarks such as time-to-resolution and identify recurring issues that drive dissatisfaction. Uncovering root causes allows organizations to fix systemic problems, improve the overall customer journey, and reduce the volume of repeat complaints over time



Ready to recover service in real time?  
**See how case management** helps your teams resolve issues quickly, strengthen loyalty, and turn negative experiences into positive outcomes.



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