CCR Intake Process Guide

Last Updated: 4.3.2026
Last Updated By: Justin DeBaggis
Owner: Head of Growth
Applies To: Customer Success, Support, Sales Ops, Direct Sales

🔷 1. Overview

This guide defines how **Credit, Cancellation, and Reduction (CCR)** requests are:

- Captured
- Routed
- Reviewed
- Submitted for approval

All CCR requests must be tracked through **Salesforce Cases** to ensure:

- Revenue protection
- Contract enforcement
- Auditability (SOX / ASC 606)

🔷 2. Case Creation (Intake Entry Points)

CCR cases can be created through the following channels:

📥 Intake Methods

- 📧 Email → **customersuccess@boldgroup.com**
- 🌐 Salesforce Customer Portal (preferred; client create from there account)
- 📧 Email → Case will automatically be created is any email alias below is emailed and then case will need to be assigned to Customer Success Queue
    - BoldGroup SedonaOffice Support sedonaoffice_support@boldgroup.com
    - BoldGroup Manitou Support manitou_support@boldgroup.com
    - BoldGroup Stages Support stages_support@boldgroup.com
    - BoldGroup Managely Support managely_support@boldgroup.com
    - BoldGroup AlarmBiller Support alarmbiller_support@boldgroup.com
- 📞 Phone (entered by Bold agent)

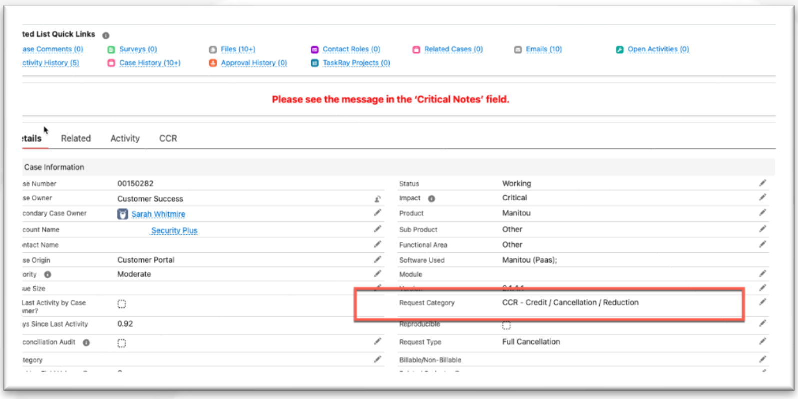
🧩 System Behavior

📧 Email Intake

- Any email sent to customersuccess@boldgroup.com
  ➜ Automatically creates a Case in Salesforce
  ➜ Auto-assigned to Customer Success

🌐 Customer Portal Intake

If client selects: **Request Category = "CCR – Credit / Cancellation / Reduction"**

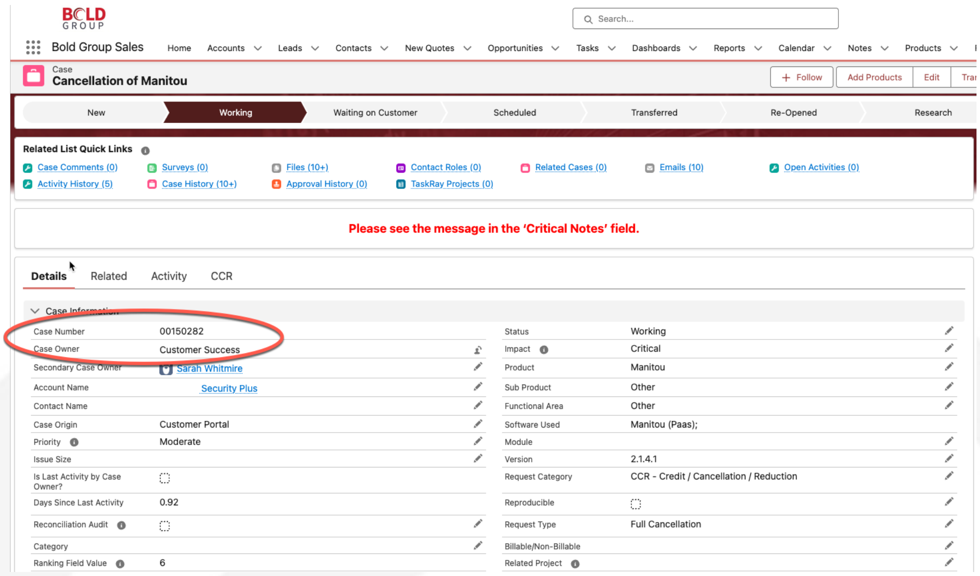


➡️ Case is:

- Automatically categorized as CCR
- Rout to:
  👉 **Customer Success Queue**

📞 Phone Intake (Manual Entry)

- Case created by Bold agent
- Must select:
  - Request Category = **CCR – Credit / Cancellation / Reduction**
- Assigned to:
  👉 **Customer Success Queue**



🔷 3. Case Assignment & Ownership

🎯 Assignment Rules

SCENARIO	ASSIGNMENT
EMAIL TO CUSTOMERSUCCESS@BOLD GROUP.COM	Customer Success
"PRODUCT"_SUPPORT@BOLDGROUP.COM	Once Received; Assign to Customer Success Queue
PORTAL SUBMISSION (CCR SELECTED)	Customer Success Queue
MANUAL (PHONE/INTERNAL)	Customer Success Queue

👤 Case Owner

- Initially assigned to **Customer Success Queue**
- Then owned by **assigned CSM**

🔷 4. Intake & Initial Case Handling (L1 / System)

Once case is created:

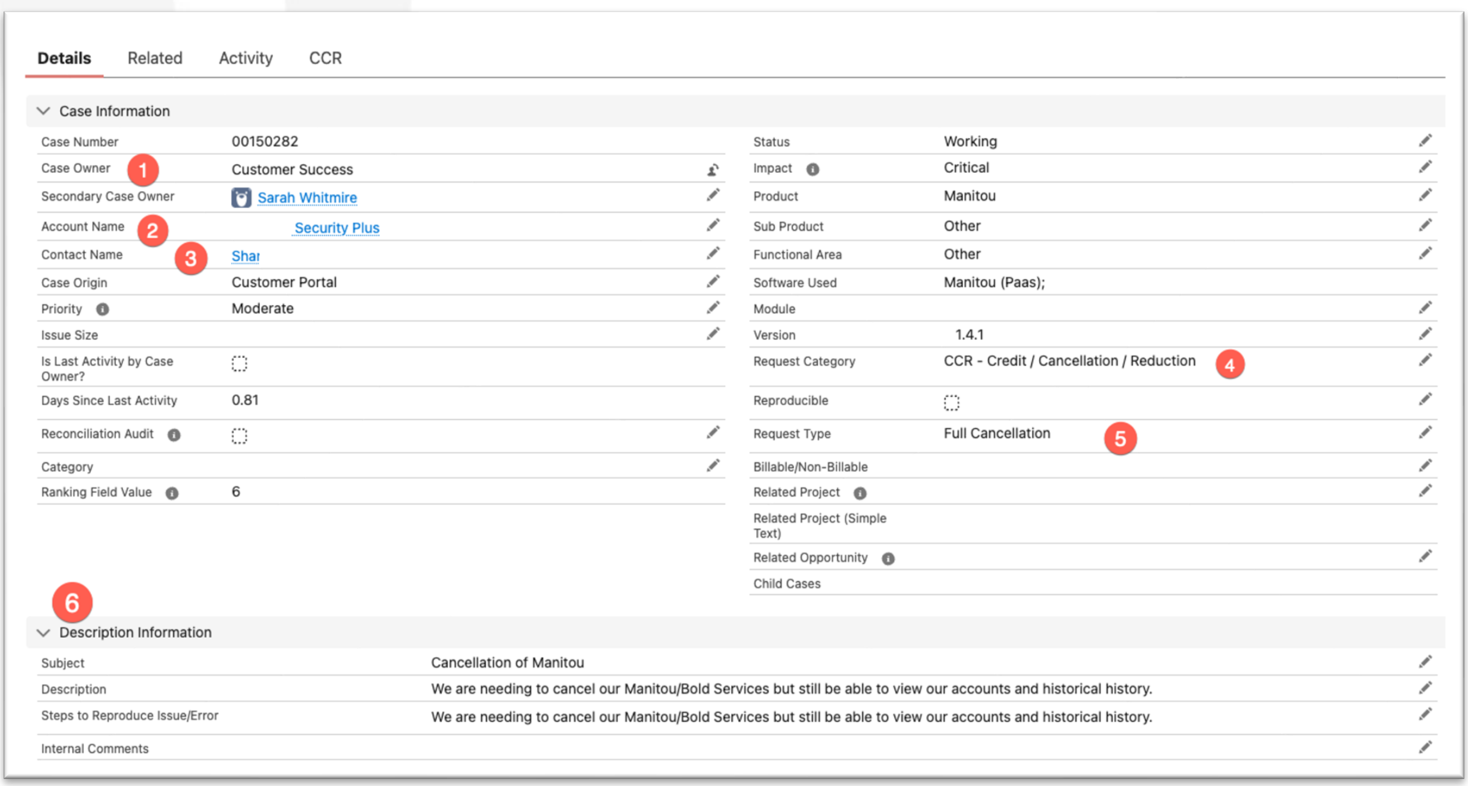
🔹 Required Actions

- Validate request type = **CCR – Credit / Cancellation / Reduction**
- Ensure correct routing
- Populate/validate initial fields

🔷 Required Fields (Initial Intake)

When first creating and assigning the case these fields should be filled out

FIELD	REQUIRED	DESCRIPTION
ACCOUNT NAME	✅	Name of Company
CONTACT	✅	Main POC for the request
CASE ORIGIN	✅	How did we receive the request
REQUEST CATEGORY	✅	General Bucket for request (for CCR select CCR – Credit / Cancellation / Reduction)
REQUEST TYPE	✅	Main driver of type of revenue impact being requested. Drives approval logic, financial impact tracking, and downstream billing actions. (if multiple sections this will documented in the **CCR financial actions** field in the **CCR** tab) **Options:** • **One-Time Credit** – One-time financial adjustment (refund or offset) • **Full Cancellation** – Full termination of a product/service (MRR removed) • **Partial Cancellation (Reduction)** – Partial decrease in recurring or contracted value (e.g., license count reduction) • **Delay MRR –** Delay MRR start date or hault for specific cause
DESCRIPTION AND SUBJECT	✅	Subject for request and description outlining details client provided (customer facing)
INTERNAL COMMENTS	Optional	Additional details for the request for internal visibility only (can be added at any time)



🔷 5. Customer Success Review

⏱️ SLA Requirement

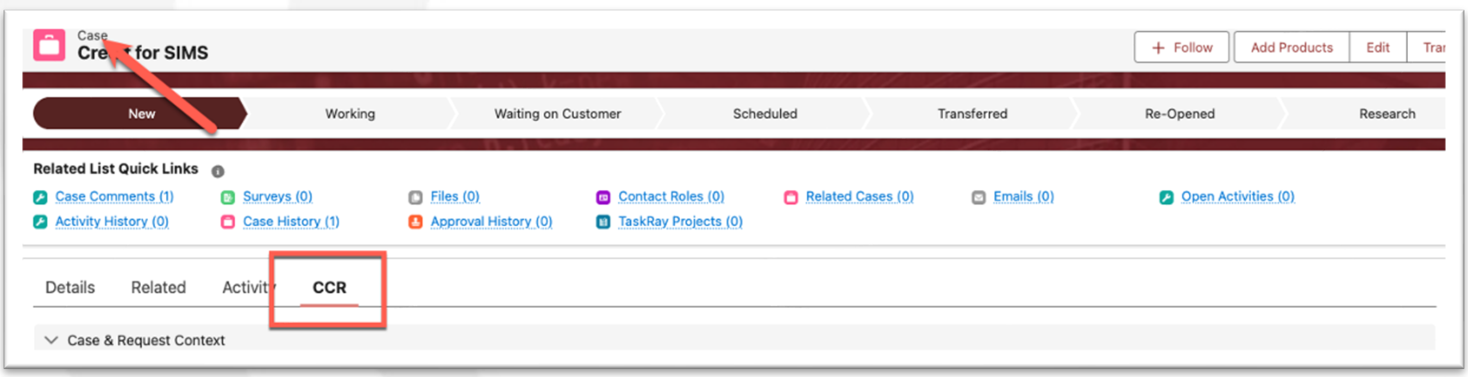
- CSM must:
  - Review case
  - Acknowledge client ➔ within **48 Business Hours**

🔍 CSM Responsibilities

- Review request details
- Validate against:
  - Contract (MSA / OAF)
  - Billing status
  - Product/service impacted
- Complete all CCR-specific required/related fields

🔷 6. CCR Fields (Dedicated Tab & Submission Logic)

⚠️ All CCR requests must be completed within the **"CCR" tab** before submission.



🧩 Field Completion Requirements

✅ 1. Base Required Fields (Always Required)

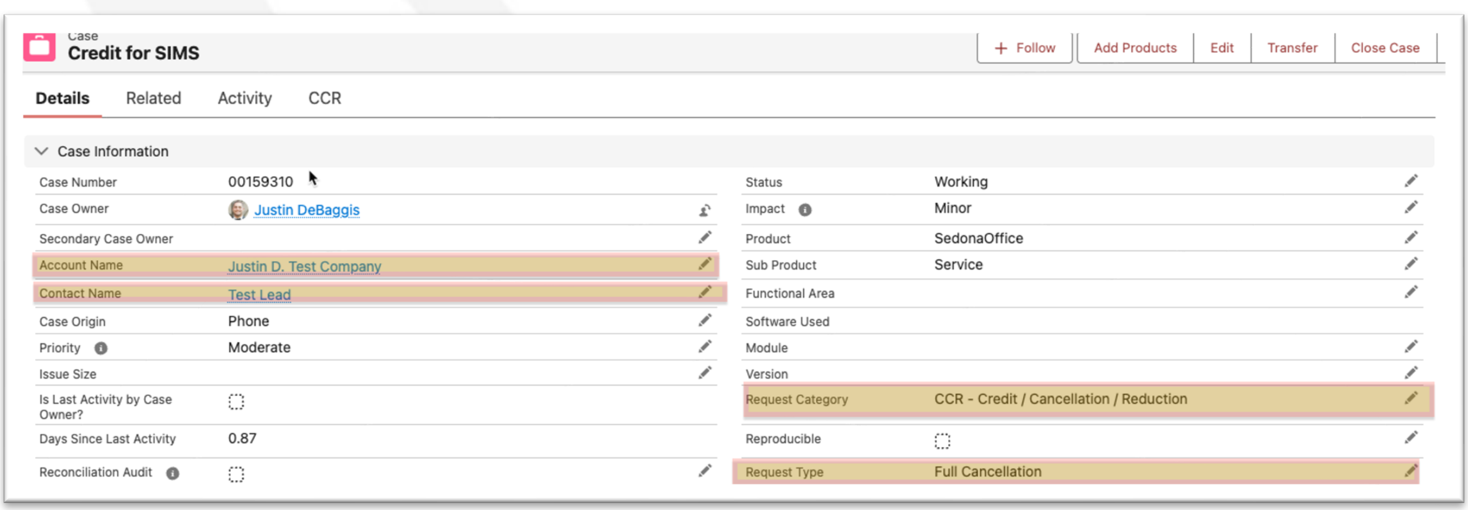
Ensure ALL of the below are completed:

- ☐ **Account Name**
  Customer account tied to the request; must match billing entity
- ☐ **Contact Name**
  Primary contact for communication and audit tracking
- ☐ **Product**
  Top-level product impacted (e.g., SedonaOffice, Manitou, Stages, SIMS, AlarmBiller, Managely)

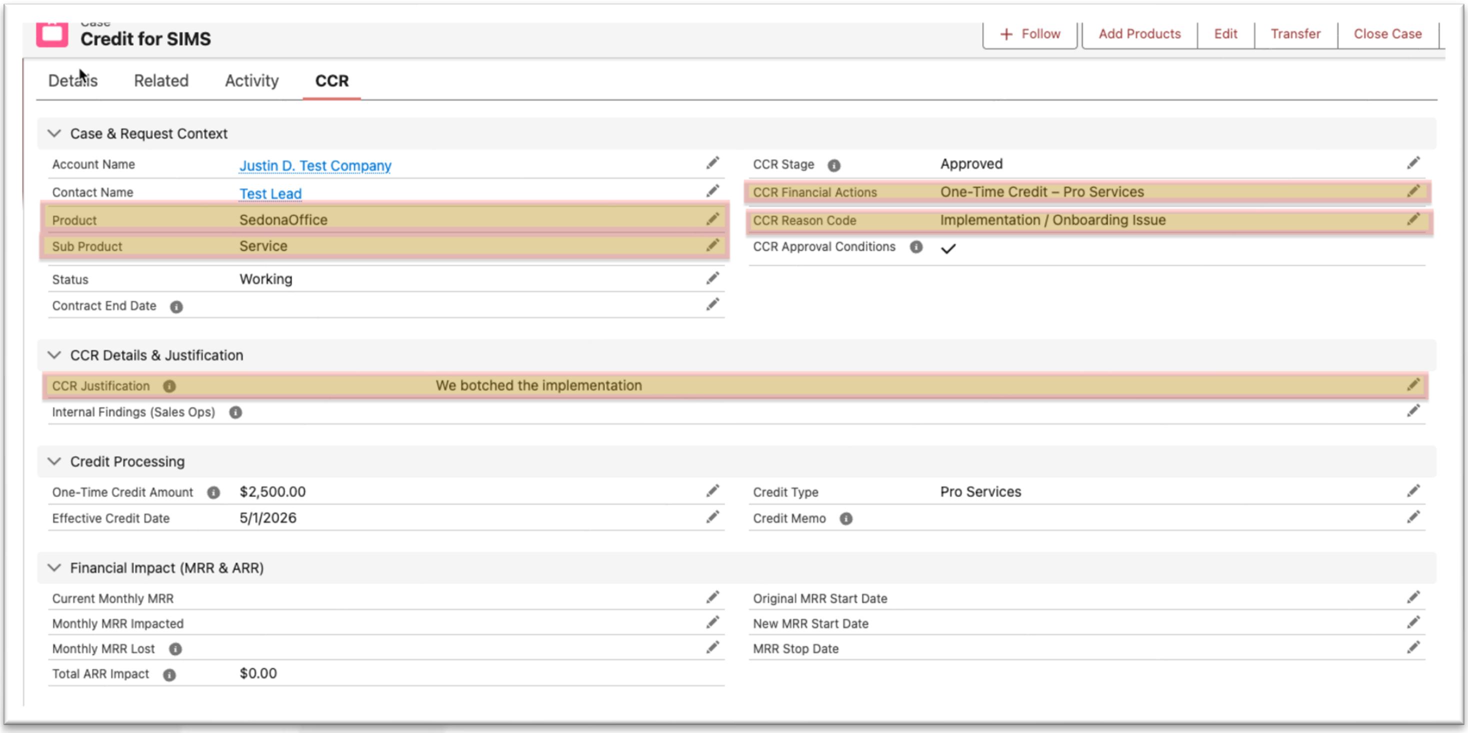
- ☐ **Sub Product**
  Specific module or system within the product
- ☐ **CCR Financial Action**
  Defines what type of request is being made:
  - **One-Time Credit** → *One-time financial adjustment*
  - **Full Cancellation** → *Full removal of recurring service*
  - **Partial Cancellation (Reduction)** → *Partial decrease in recurring revenue or scope*
  - **Delay MRR** → Push start date or stop MRR
- ☐ **CCR Reason Code**
  Standardized reason for request (used for reporting & approvals):
  - **Accounting Error** → *Incorrect financial posting or accounting discrepancy*
  - **Acquisition / Consolidation** → *Customer merged or consolidated accounts*
  - **Billing Configuration Issue** → *Incorrect billing setup, pricing, or structure*
  - **Billing Experience (CSAT)** → *Customer dissatisfaction with billing process*
  - **Closed Central Station** → *Monitoring services shut down*
  - **Competitive Pressure** → *Concession due to competitor offering*
  - **Contractual Allowance** → *Allowed under contract terms (MSA/OAF)*
  - **Customer Business Closure** → *Customer no longer operating*
  - **Executive Escalation** → *Leadership-driven request*
  - **Goodwill / Exception** → *Relationship-based concession*
  - **Implementation / Onboarding Issue** → *Delays or failures during onboarding or go-live*
  - **Non-Payment / Collections** → *Financial distress or collections-related resolution*
  - **Other (requires justification)** → *Use only when no other option applies; requires detailed explanation*
  - **Product Defect** → *System bug or product issue impacting expected functionality*
  - **Support Experience (CSAT)** → *Customer dissatisfaction with support interactions or responsiveness*

- ☐ **CCR Justification**
  Clear business explanation of why this request should be approved

Details Tab



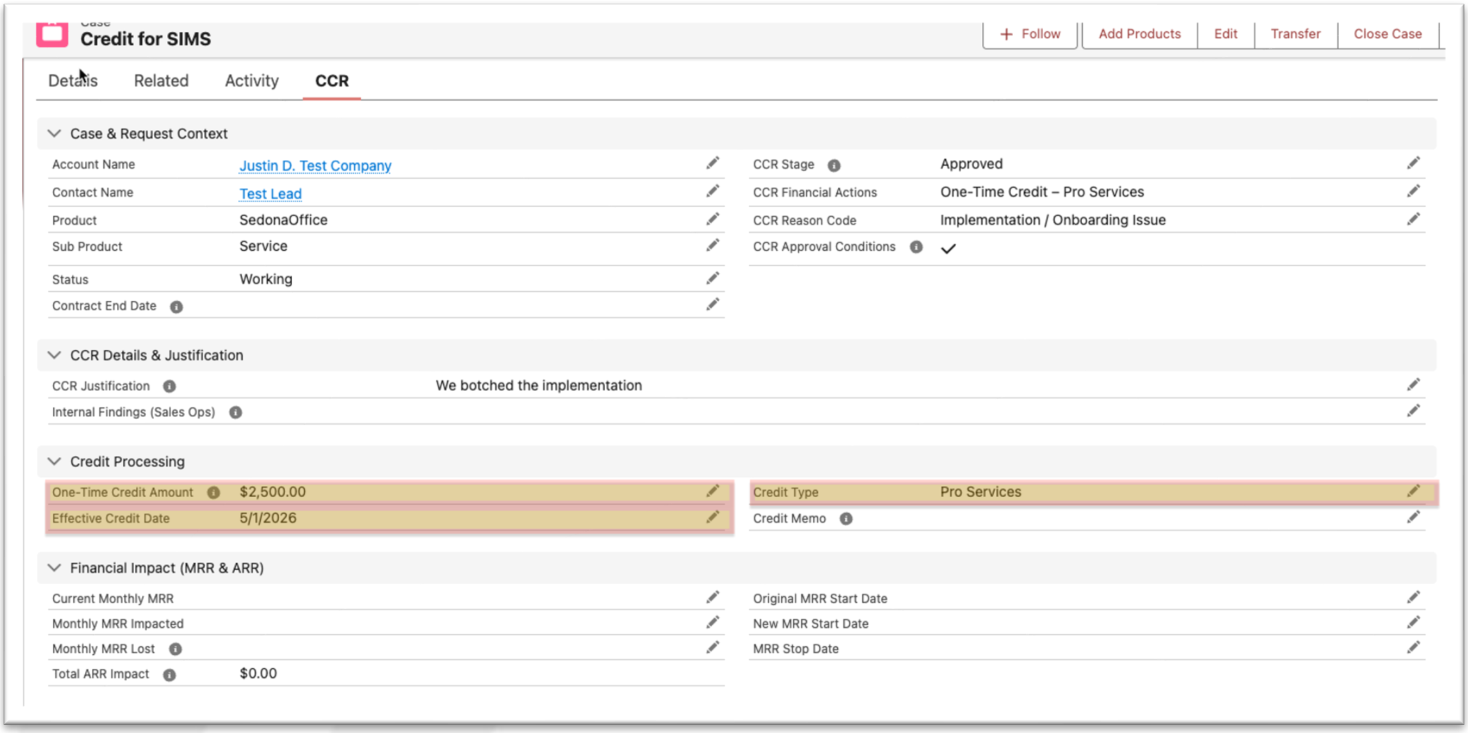
CCR Tab



⚙️ 2. Conditional Required Fields (Based on Request Type)

💰 Credit (CCR Financial Action = Credit)

- ☐ **One-Time Credit Amount**
  Dollar amount of the credit being issued
- ☐ **Effective Credit Date**
  *Date credit is applied. Must be **≥ 30 days in the future** and aligned to billing cycle*
- ☐ **Credit Type**
  Categorizes what is being credited:
  - **Pro Services** → *Implementation, training, or services-related credit*
  - **MRR Credit** → *Recurring subscription/software credit*
  - **Hardware** → *Physical product-related credit*
  - **Other** → *Use sparingly; requires detailed justification*



🔻 Cancellation (CCR Financial Action = Cancellation)

- ☐ **Monthly MRR Lost**
  Total recurring revenue being removed
- ☐ **MRR Stop Date**
  Date billing stops; must align with contract terms (e.g., notice period)
- ☐ **Contract End Date**
  Contractual end date used to calculate remaining obligation and total revenue impact (must be manually referenced)
- ☐ **Current Monthly MRR**
  Baseline recurring revenue prior to cancellation (for validation and context)
- ☐ **Current Monthly MRR**
  Baseline recurring revenue prior to reduction

⚠️ Contract End Date Usage

- Must be reviewed for all **cancellations**
- Used to calculate:
  - Remaining contract value
  - Potential revenue exposure
- Not system-calculated must be **manually validated by CSM**

📉 Reduction (CCR Financial Action = Reduction)

- ☐ **Monthly MRR Impacted**
  Portion of recurring revenue being reduced
- ☐ **MRR Stop Date**
  Date billing stops; must align with contract terms (e.g., notice period)
- ☐ **Current Monthly MRR**
  Baseline recurring revenue prior to reduction

⚠️ Contract End Date Usage

- Must be reviewed for all **reductions**
- Used to calculate:
  - Remaining contract value
  - Potential revenue exposure
- Not system-calculated must be **manually validated by CSM**

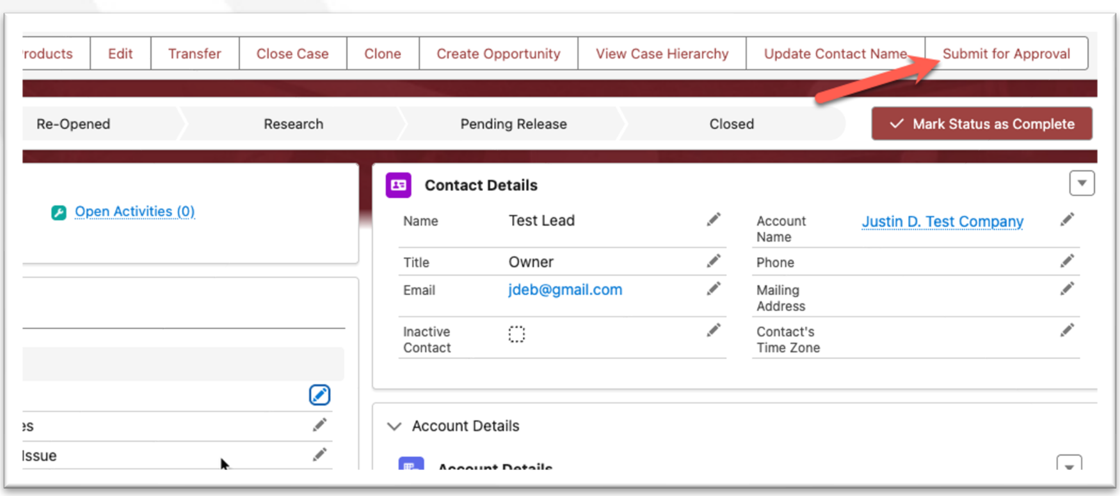
⏳ Delay MRR (CCR Financial Action = Delay MRR)

- ☐ **Original MRR Start Date**
  Original scheduled start date of recurring billing
- ☐ **New MRR Start Date**
  Updated start date after delay; defines when billing will begin
- ☐ **Monthly MRR Impacted (if applicable)**
  Recurring revenue affected by the delay period

🚦 System Behavior – Submit for Approval

Once ALL required fields (base + conditional) are completed:

✅ **"Submit for Approval" button appears**
📍 Located in the **top right of the Case record**



❗ Submission Gate (System Controlled)

⛔ Button will NOT appear if:

- ☐ Base required fields missing
- ☐ Conditional fields incomplete
- ☐ Financial impact not defined

➡️ This ensures:

- Complete and accurate submissions
- No rework during approvals
- Clean data for reporting

🔁 Submission Action

When user clicks:

➡️ **Submit for Approval**

System will:

- ✅ Lock CCR field inputs
- ✅ Route to approval workflow
- ✅ Update CCR Stage → *Submitted / Pending Approval*

❌ Rejection Handling

If request is rejected:

🔻 System Updates

- ☐ **CCR Stage = Rejected**
  Indicates request was not approved
- ☐ **Approval Status Updated**
  Captured for reporting and audit

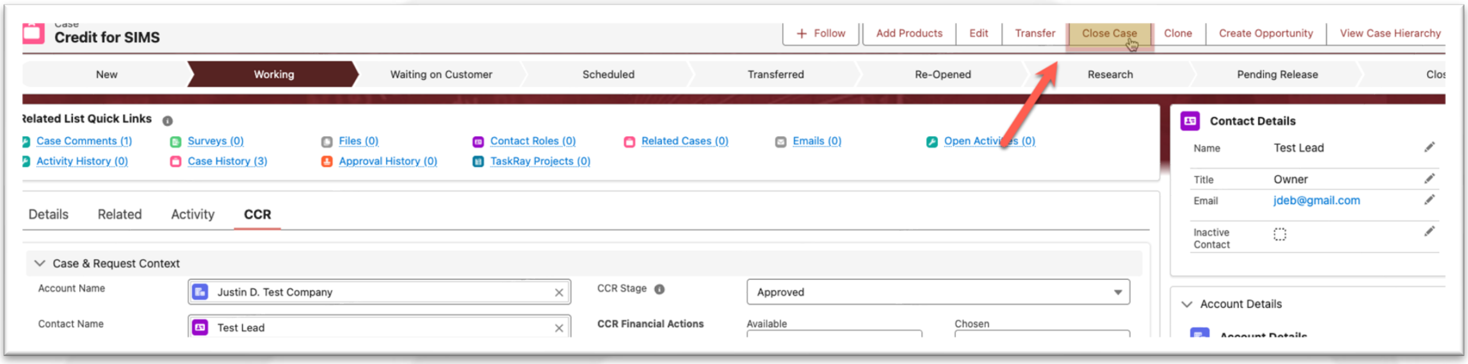
📧 CSM Required Actions

- ☐ **Send rejection email to client**
  Communicate outcome clearly
- ☐ **Include reason for denial**
  Tie back to contract, policy, or insufficient justification
- ☐ **Provide alternatives (if applicable)**
  e.g., discount instead of credit

Detailed process is located below

➡️ Final Step:

- ☐ Select Close Case and fill out any necessary fields for case closure



📌 Best Practice Checklist

- ☐ All CCR fields completed before submission
- ☐ Financial impact validated
- ☐ No verbal or written approval communicated early
- ☐ Justification clearly documented
- ☐ Rejections include documented reasoning

🔷 7. Request Classification (CSM Decision + Communication & Logging)

After review, the CSM must classify the request and **immediately complete BOTH**:

1. 📧 Client communication
2. 🧾 Internal activity logging in Salesforce

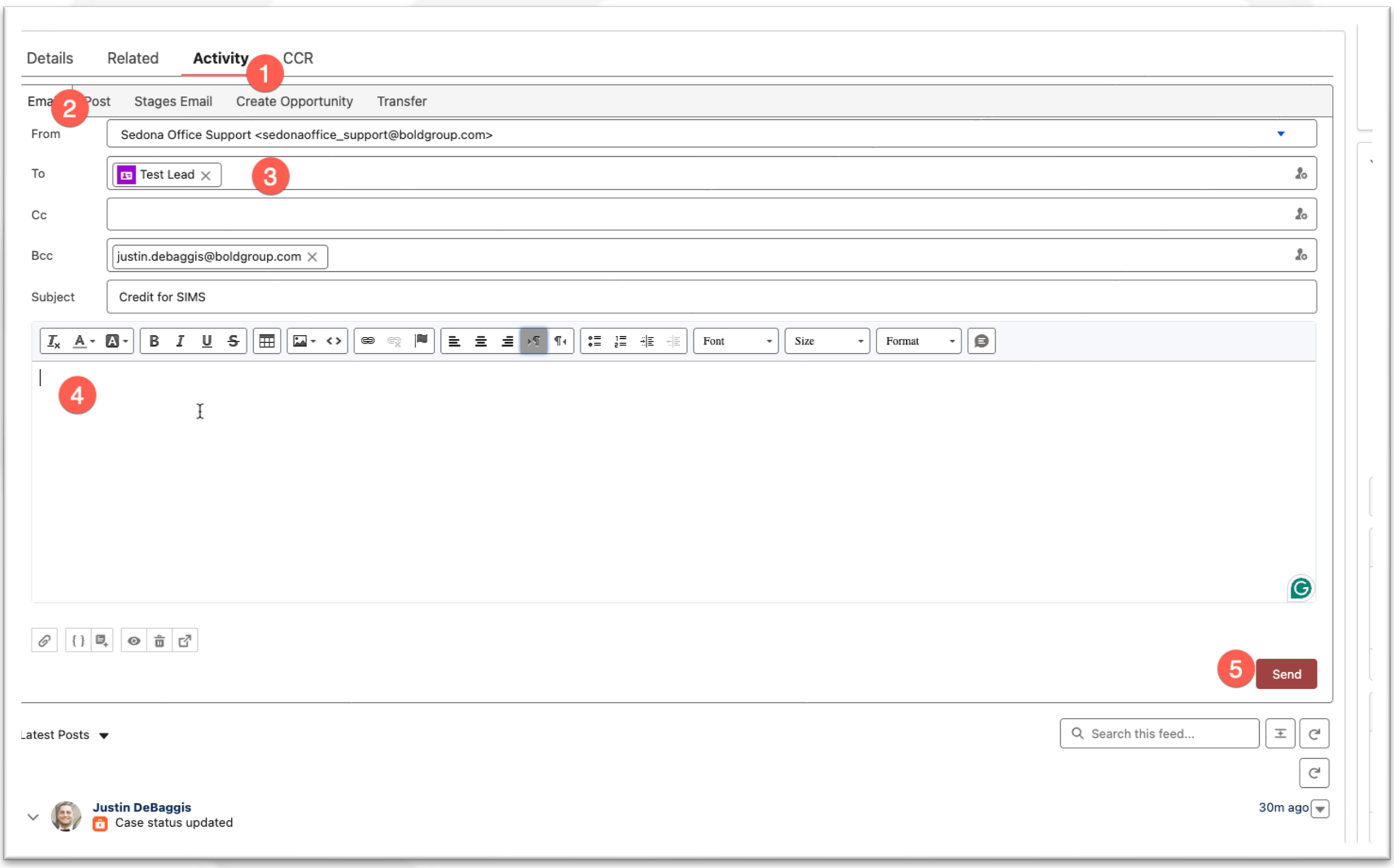
📧 7.1 How to Send an Email in Salesforce (FROM THE CASE)

⚠️ All emails MUST be sent from the Case (not Outlook/Gmail) or saved back to case via SFDC/outlook integration

✅ Step-by-Step

- ☐ Open the **Case record**
  All CCR activity must live here

- ☐ Click the **Activity tab**
  This is where all communication is tracked
- ☐ Click **Email**
  Opens Salesforce email composer
- ☐ Confirm **To field**
  Ensure correct client contact is selected
- ☐ (Optional) Add **CC recipients**
  Include internal or client stakeholders if needed
- ☐ Click **Insert Template**
  Required for all CCR communication
- ☐ Select correct template (see Section 7.3)
- ☐ Review + personalize (light edits only)
  Do NOT remove core messaging
- ☐ Click **Send**



📌 Key Rule

- ⛔ Do NOT send CCR emails outside Salesforce
- ✅ Ensures full audit trail + visibility

🧾 7.2 How to Log Internal Activity (Activity Tab)

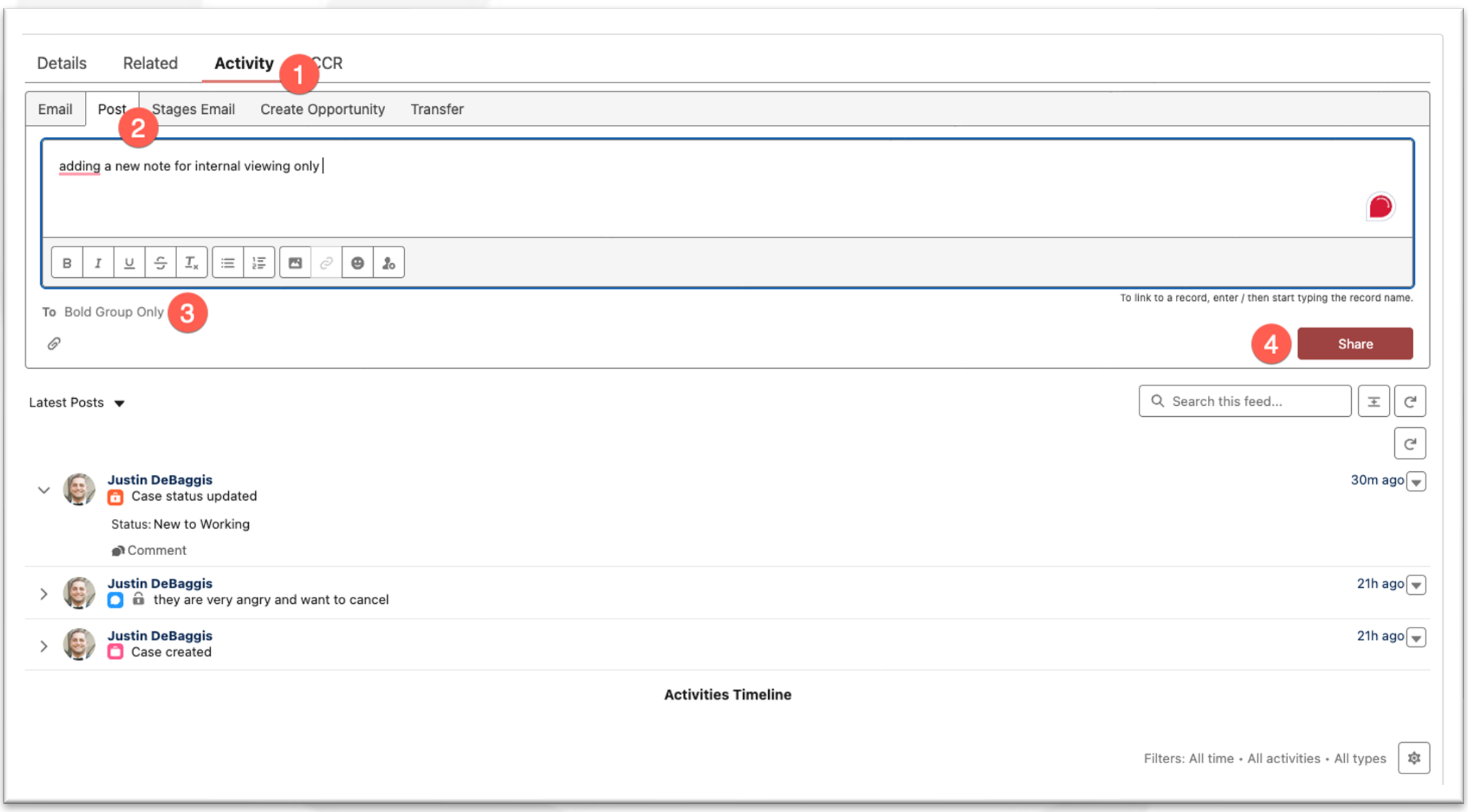
All internal decisions, updates, and discussions must be logged.

✅ Step-by-Step

- ☐ Open the **Case record**
- ☐ Go to **Activity tab**
- ☐ Click **Log a Call** (preferred) or **New Task**

🧩 What to Log

- ☐ Internal reviews (Sales Ops / Finance)
  "Validated billing error with AR team"
- ☐ Client conversations
  "Client confirmed updated MRR impact"
- ☐ Approval status updates
  "Pending exec approval >$1K"
- ☐ Missing info tracking
  "Requested additional details from client"



📌 Best Practice

- Keep notes:
  - Clear
  - Factual

- Decision-oriented

📁 7.3 How to Select an Email Template

All CCR emails must use approved templates.

📁 Template Folder

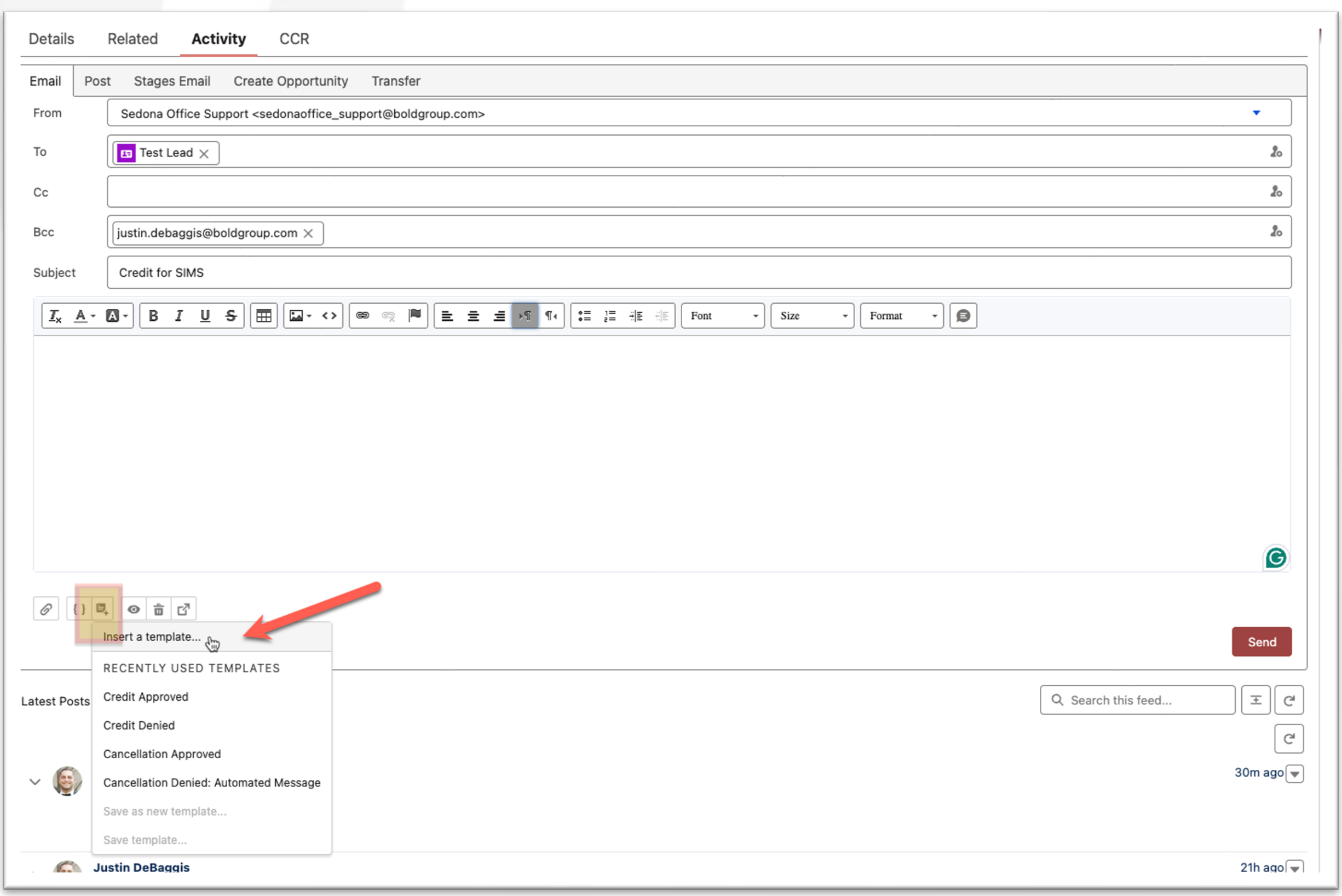
👉 Credits, Cancellations, Reductions (External)

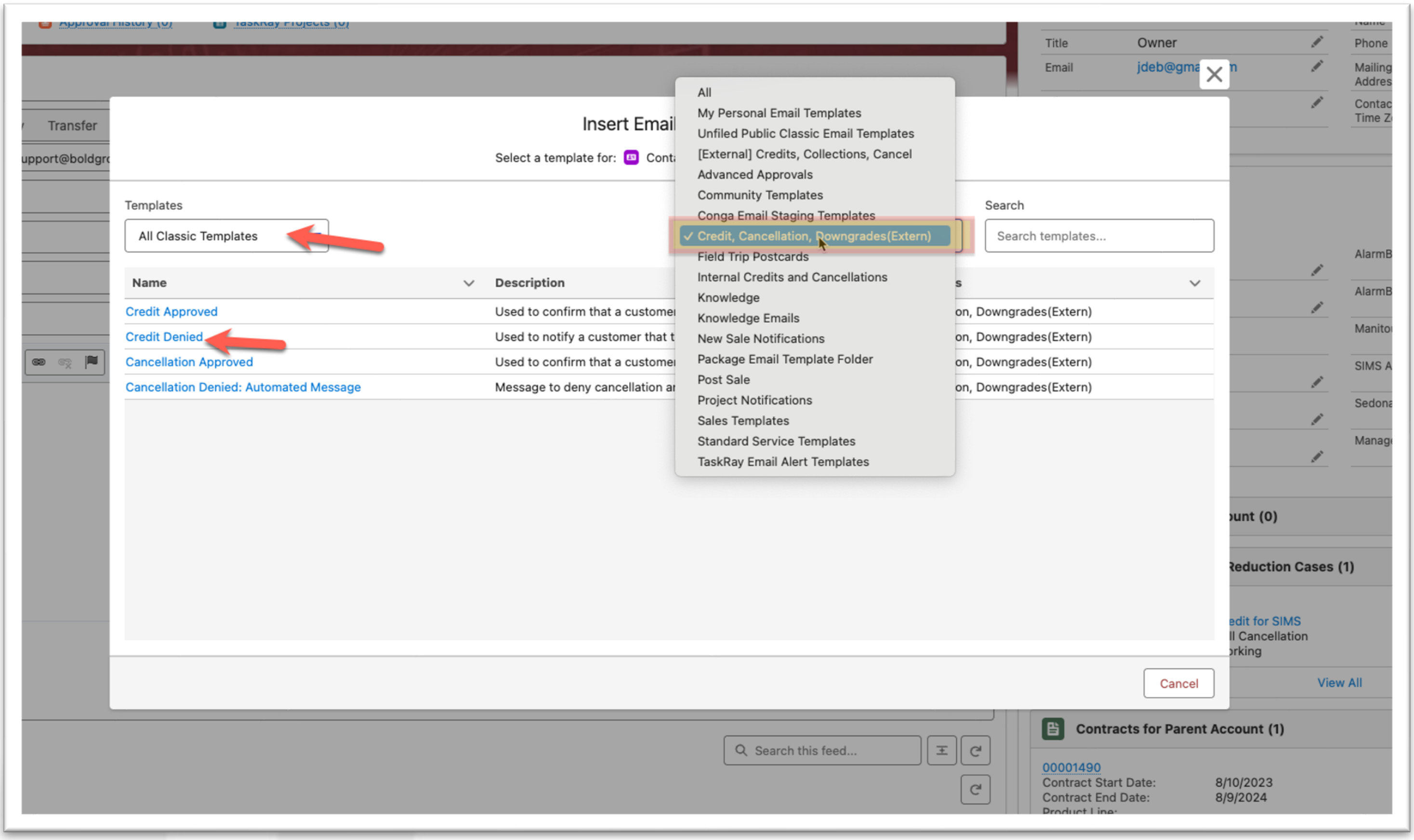
✅ Step-by-Step

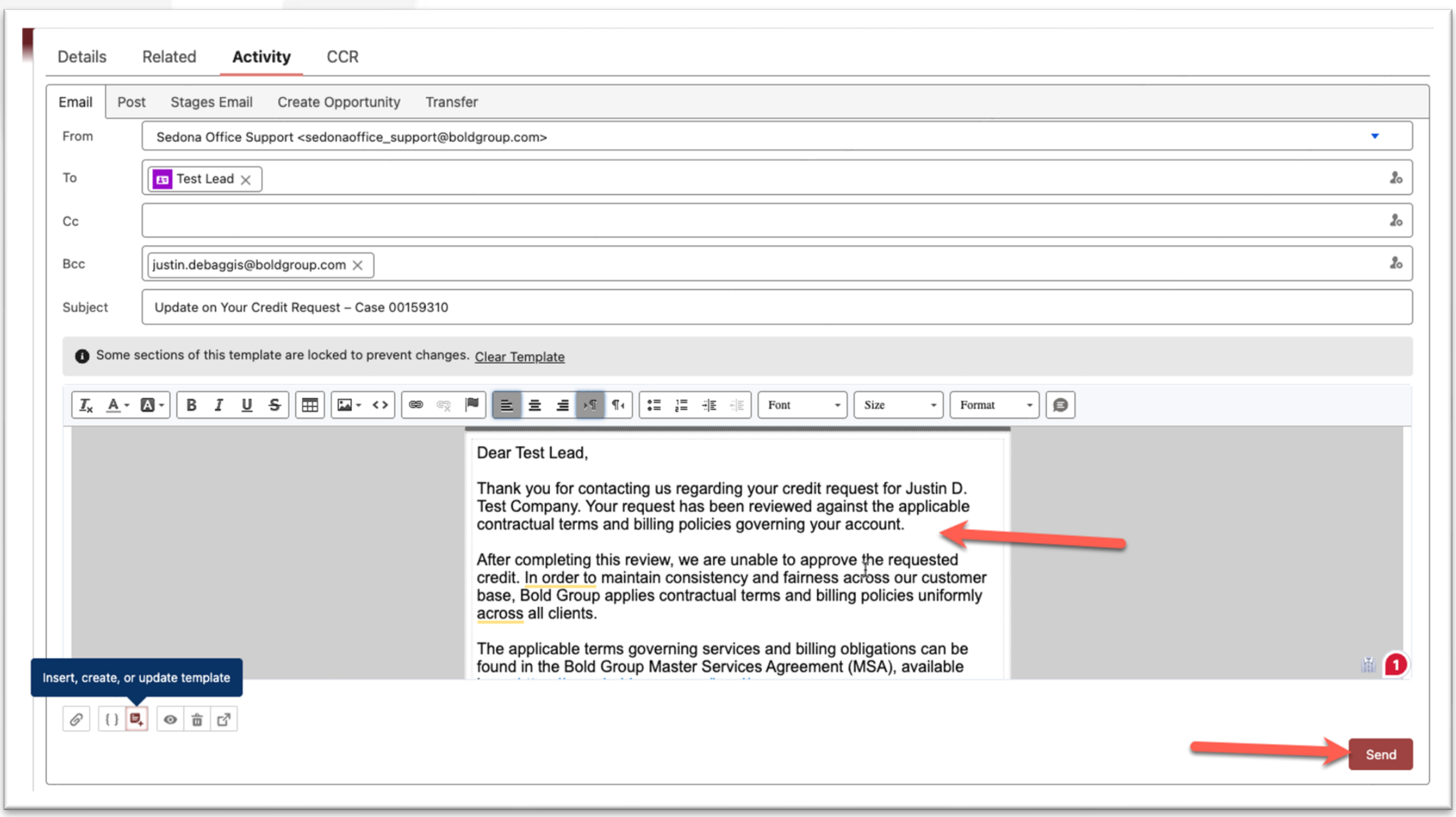
- ☐ In Email composer → click **Insert Template**
- ☐ Navigate to folder: **Credits, Cancellations, Reductions (External)**

- ☐ Select correct template
- ☐ Click **Insert**
- ☐ Review + send

NOTE: SOME TEMPLATES MAY HAVE HIGHLIGHTED FIELDS THAT NEED TO BE FILLED OUT BEFORE SENDING




Insert Email
Select a template for:
Templates
All Classic Templates
Search
Search templates...
Name
Description
Credit Approved
Credit Denied
Cancellation Approved
Cancellation Denied: Automated Message
All
My Personal Email Templates
Unfiled Public Classic Email Templates
[External] Credits, Collections, Cancel
Advanced Approvals
Community Templates
Conga Email Staging Templates
Credit, Cancellation, Downgrades(Extern)
Field Trip Postcards
Internal Credits and Cancellations
Knowledge
Knowledge Emails
New Sale Notifications
Package Email Template Folder
Post Sale
Project Notifications
Sales Templates
Standard Service Templates
TaskRay Email Alert Templates
Cancel
Contracts for Parent Account (1)
00001490
Contract Start Date: 8/10/2023
Contract End Date: 8/9/2024


Details
Related
Activity
CCR
Email
Post
Stages Email
Create Opportunity
Transfer
From
Sedona Office Support <sedonaoffice_support@boldgroup.com>
To
Test Lead
Cc
Bcc
justin.debaggis@boldgroup.com
Subject
Update on Your Credit Request – Case 00159310
Some sections of this template are locked to prevent changes. Clear Template
Dear Test Lead,
Thank you for contacting us regarding your credit request for Justin D. Test Company. Your request has been reviewed against the applicable contractual terms and billing policies governing your account.
After completing this review, we are unable to approve the requested credit. In order to maintain consistency and fairness across our customer base, Bold Group applies contractual terms and billing policies uniformly across all clients.
The applicable terms governing services and billing obligations can be found in the Bold Group Master Services Agreement (MSA), available
Insert, create, or update template
Send

📄 7.4 Which Template to Use (By Scenario)

❌ Decline

- ☐ **CCR – Declined Template**
  Used when request is denied

➡️ Include:

- Reason for denial
- Policy / contract reference

⚠️ Need More Information

- ☐ **CCR – Need More Information Template**
  Used when more details are required

➡️ Include:

- Specific missing information
- Clear next steps

✅ Approved (For Submission Only)

- ☐ **CCR – Approved for Review Template**
  Used when moving to approval workflow

➡️ Must state:

- Request is under review
- Final approval pending

✅ Final Approval (Post-Approval)

- ☐ **CCR – Approved (Final) Template**
  Used after full approval is granted

➡️ Include:

- Final decision
- Effective dates
- Financial impact

🔁 7.5 Classification Actions (Full Flow)

❌ Decline

- ☐ Send **Declined Template**
- ☐ Log reason in Activity
- ☐ Set CCR Stage = Rejected
- ☐ Close Case

⚠️ Need More Information

- ☐ Send **Need More Info Template**
- ☐ Log outreach in Activity
- ☐ Keep Case Open
- ☐ Do NOT submit for approval

✅ Approve (For Submission)

- ☐ Send **Approved for Review Template**
- ☐ Log internal validation
- ☐ Complete CCR fields
- ☐ Proceed to **Submit for Approval**

🚨 Critical Communication Rules

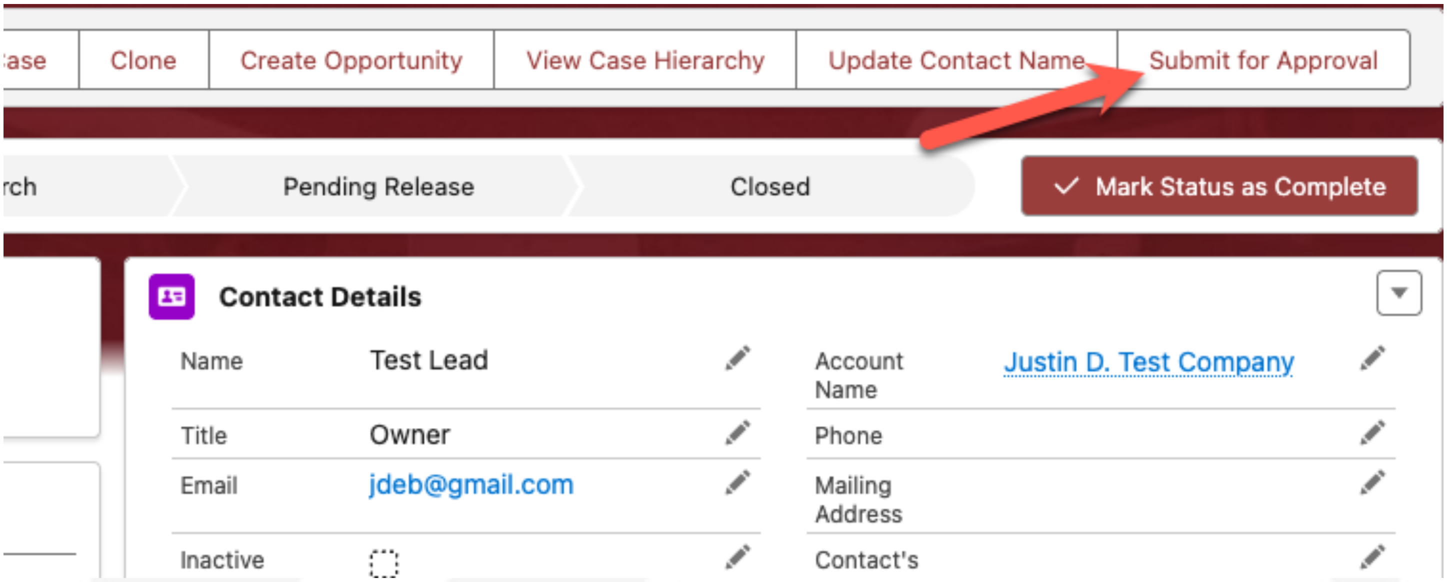
- ⛔ Do NOT communicate final approval early
- ⛔ Do NOT send custom emails outside templates
- ⛔ Do NOT skip Activity logging
- ✅ Every step must be tracked in the Case

🔷 8. Submit for Approval

✅ Required Before Submission

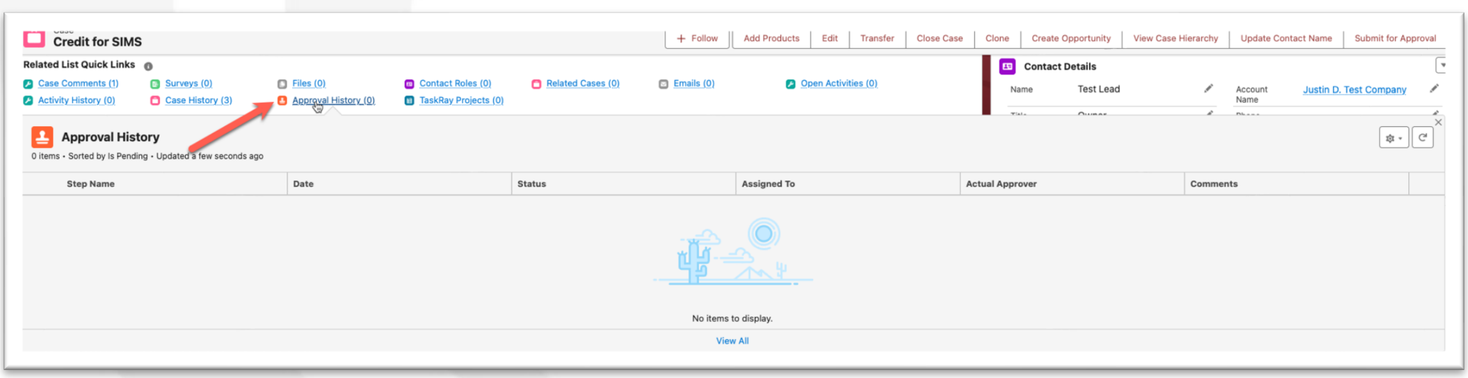
- All CCR fields completed
- Financial impact defined
- Justification documented
- Email Sent to Client

➡️ Click: **Submit for Approval**



🔷 9. Approval Routing Logic

Amount	Route
< $1K	Sales Ops (Melissa)
> $1K	Justin + Larry
Exceptions	EP Finance / Legal



🔷 10. Next Phase (AR / Billing – Coming Soon)

🚧 Phase 2 – In Progress

Will include:

- Credit memo automation
- Billing updates
- Cancellation enforcement
- Revenue recognition alignment

- Email Automation Notification Triggers

🔷 11. Best Practices

✅ Always use Cases — no off-system handling
✅ Always complete CCR fields before submission
✅ Do not promise approval to clients
✅ Use templates for all client communication
✅ Escalate when needed — do not stall