

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 if 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)

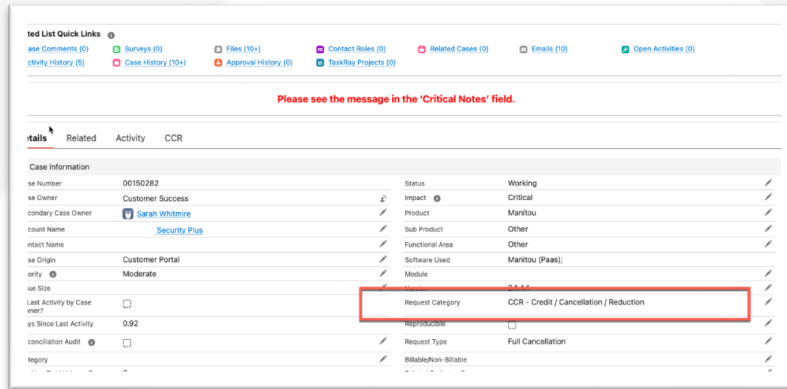
🧩 System Behavior

✉ 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**

BCLD GROUP

Case: **Cancellation of Manitou**

Status: Working

Related List Quick Links:

- Case Comments (0)
- Surveys (0)
- Files (10+)
- Contact Roles (0)
- Related Cases (0)
- Emails (10)
- Open Activities (0)
- Activity History (6)
- Case History (10+)
- Approval History (0)
- TaskRay Projects (0)

Please see the message in the 'Critical Notes' field.

Details | Related | Activity | CCR

Case Information

Case Number	00150282	Status	Working
Case Owner	Customer Success	Impact	Critical
Secondary Case Owner	Sarah Whitmire	Product	Manitou
Account Name	Security Plus	Sub Product	Other
Contact Name		Functional Area	Other
Case Origin	Customer Portal	Software Used	Manitou (Pass)
Priority	Moderate	Module	
Issue Size		Version	2.1.4.1
Is Last Activity by Case Owner?		Request Category	CCR - Credit / Cancellation / Reduction
Days Since Last Activity	0.92	Reproducible	
Reconciliation Audit		Request Type	Full Cancellation
Category		Billable/Non-Billable	
Ranking Field Value	6	Related Project	

3. Case Assignment & Ownership

Assignment Rules

SCENARIO	ASSIGNMENT
EMAIL TO CUSTOMERSUCCESS@BOLD GROUP.COM "PRODUCT"_SUPPORT@BOLDGROUP.COM	Customer Success 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 be documented in the CCR financial actions field in the CCR tab) Options: <ul style="list-style-type: none"> • 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 halt 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)

Details Related Activity CCR

Case Information

Case Number	00150282	Status	Working
Case Owner 1	Customer Success	Impact 1	Critical
Secondary Case Owner	Sarah Whitmire	Product	Manitou
Account Name 2	Security Plus	Sub Product	Other
Contact Name 3	Shar	Functional Area	Other
Case Origin	Customer Portal	Software Used	Manitou (Paas);
Priority 1	Moderate	Module	
Issue Size		Version	1.4.1
Is Last Activity by Case Owner?	<input type="checkbox"/>	Request Category	CCR - Credit / Cancellation / Reduction 4
Days Since Last Activity	0.81	Reproducible	<input type="checkbox"/>
Reconciliation Audit 1	<input type="checkbox"/>	Request Type	Full Cancellation 5
Category		Billable/Non-Billable	
Ranking Field Value 1	6	Related Project 1	
		Related Project (Simple Text)	
		Related Opportunity 1	
		Child Cases	

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Description Information

Subject	Cancellation of Manitou
Description	We are needing to cancel our Manitou/Bold Services but still be able to view our accounts and historical history.
Steps to Reproduce Issue/Error	We are needing to cancel our Manitou/Bold Services but still be able to view our accounts and historical history.
Internal Comments	

5. Customer Success Review

🕒 SLA Requirement

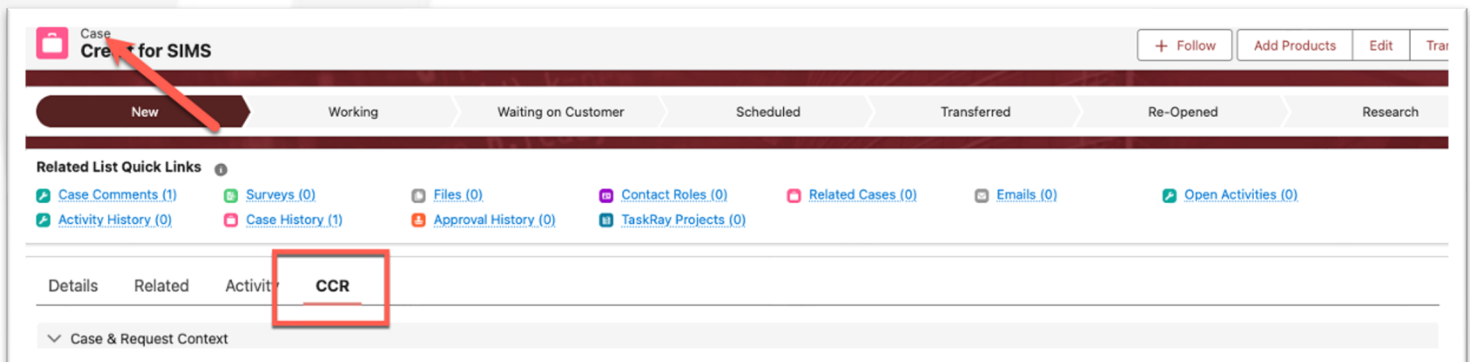
- CSM must:
 - Review case
 - Acknowledge client → within **48 Business Hours**

🔍 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.



The screenshot shows a case management interface for 'Case Creation for SIMS'. At the top, there are buttons for '+ Follow', 'Add Products', 'Edit', and 'Tra'. Below this is a navigation bar with tabs: 'New', 'Working', 'Waiting on Customer', 'Scheduled', 'Transferred', 'Re-Opened', and 'Research'. The 'New' tab is selected. Underneath, there's a 'Related List Quick Links' section with various links like 'Case Comments (1)', 'Surveys (0)', 'Files (0)', 'Contact Roles (0)', 'Related Cases (0)', 'Emails (0)', 'Open Activities (0)', 'Activity History (0)', 'Case History (1)', 'Approval History (0)', and 'TaskRay Projects (0)'. At the bottom, there's a tabbed interface with 'Details', 'Related', 'Activit', and 'CCR'. The 'CCR' tab is highlighted with a red box. Below the tabs is a section for 'Case & Request Context'.

🧩 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

Case
Credit for SIMS

+ Follow | Add Products | Edit | Transfer | Close Case

Details

Related

Activity

CCR

Case Information

Case Number	00159310	Status	Working
Case Owner	Justin DeBaggis	Impact	Minor
Secondary Case Owner		Product	SedonaOffice
Account Name	Justin D. Test Company	Sub Product	Service
Contact Name	Test Lead	Functional Area	
Case Origin	Phone	Software Used	
Priority	Moderate	Module	
Issue Size		Version	
Is Last Activity by Case Owner?		Request Category	CCR - Credit / Cancellation / Reduction
Days Since Last Activity	0.87	Reproducible	
Reconciliation Audit		Request Type	Full Cancellation

Status	Working
Impact	Minor
Product	SedonaOffice
Sub Product	Service
Functional Area	
Software Used	
Module	
Version	
Request Category	CCR - Credit / Cancellation / Reduction
Reproducible	
Request Type	Full Cancellation

CCR Tab

Case & Request Context	
Account Name	Justin D. Test Company
Contact Name	Test Lead
Product	SedonaOffice
Sub Product	Service
Status	Working
Contract End Date	
CCR Stage	Approved
CCR Financial Actions	One-Time Credit – Pro Services
CCR Reason Code	Implementation / Onboarding Issue
CCR Approval Conditions	✓

CCR Details & Justification	
CCR Justification	We botched the implementation
Internal Findings (Sales Ops)	

Credit Processing	
One-Time Credit Amount	\$2,500.00
Effective Credit Date	5/1/2026
Credit Type	Pro Services
Credit Memo	

Financial Impact (MRR & ARR)	
Current Monthly MRR	
Monthly MRR Impacted	
Monthly MRR Lost	
Total ARR Impact	\$0.00
Original MRR Start Date	
New MRR Start Date	
MRR Stop Date	

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*

Credit for SIMS
+ Follow Add Products Edit Transfer Close Case

Details Related Activity **CCR**

▼ Case & Request Context

Account Name	Justin D. Test Company	✎	CCR Stage	Approved	✎
Contact Name	Test Lead	✎	CCR Financial Actions	One-Time Credit – Pro Services	✎
Product	SedonaOffice	✎	CCR Reason Code	Implementation / Onboarding Issue	✎
Sub Product	Service	✎	CCR Approval Conditions	✓	✎
Status	Working	✎			
Contract End Date		✎			

▼ CCR Details & Justification

CCR Justification	We botched the implementation	✎
Internal Findings (Sales Ops)		✎

▼ Credit Processing

One-Time Credit Amount	\$2,500.00	✎	Credit Type	Pro Services	✎
Effective Credit Date	5/1/2026	✎	Credit Memo		✎

▼ Financial Impact (MRR & ARR)

Current Monthly MRR	✎	Original MRR Start Date	✎
Monthly MRR Impacted	✎	New MRR Start Date	✎
Monthly MRR Lost	✎	MRR Stop Date	✎
Total ARR Impact	\$0.00		

▼ 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**

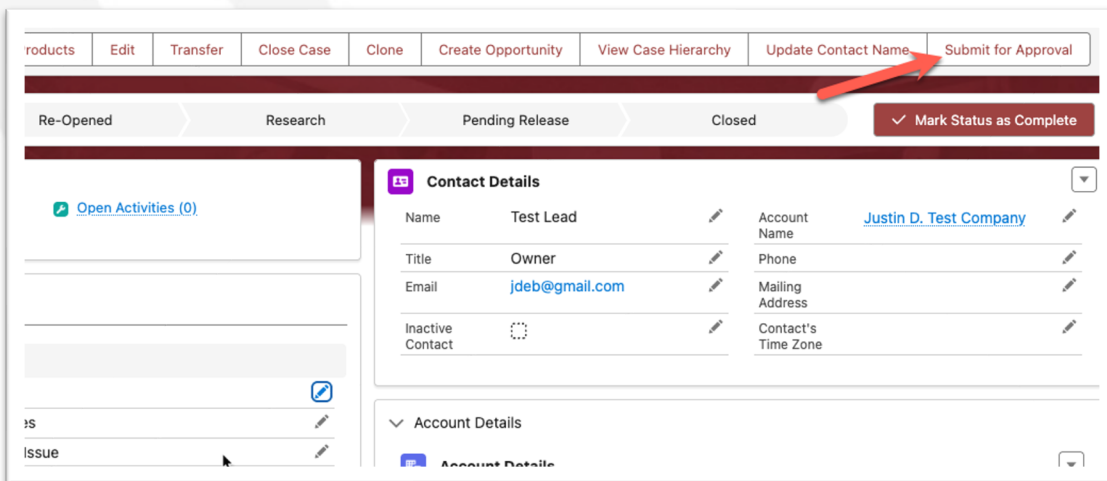
🕒 Delay MRR (CCR Financial Action = Delay MRR)

- **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

The screenshot shows the Salesforce CRM interface for a Case record. The top navigation bar includes buttons for '+ Follow', 'Add Products', 'Edit', 'Transfer', 'Close Case' (highlighted with a red arrow), 'Clone', 'Create Opportunity', and 'View Case Hierarchy'. Below this is a status bar with tabs: 'New', 'Working' (selected), 'Waiting on Customer', 'Scheduled', 'Transferred', 'Re-Opened', 'Research', 'Pending Release', and 'Close'. The main content area is divided into sections: 'related List Quick Links' with various filters, 'Details' with tabs for 'Case & Request Context', 'Related', 'Activity', and 'CCR', and 'Contact Details' on the right. The 'Case & Request Context' section shows fields for 'Account Name' (Justin D. Test Company), 'Contact Name' (Test Lead), 'CCR Stage' (Approved), and 'CCR Financial Actions' (Available, Chosen).

📌 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**

The screenshot displays the Salesforce Activity tab interface for composing an email. The 'Activity' tab is selected, indicated by a red circle '1'. The 'Email Post' button is highlighted with a red circle '2'. The 'To' field contains a contact named 'Test Lead', marked with a red circle '3'. The 'Send' button is marked with a red circle '5'. The rich text editor area is marked with a red circle '4'. The feed below shows a post by Justin DeBaggis with the text 'Case status updated'.

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”

The screenshot shows a CRM interface for an Activity record. At the top, there are tabs for 'Details', 'Related', 'Activity' (highlighted with a red circle '1'), and 'CCR'. Below the tabs, there are sub-tabs: 'Email', 'Post' (highlighted with a red circle '2'), 'Stages Email', 'Create Opportunity', and 'Transfer'. The main content area is a text editor with the text 'adding a new note for internal viewing only|'. Below the text editor is a rich text toolbar with icons for bold, italic, underline, strikethrough, list, link, unlink, and user selection. Below the toolbar, there is a 'To' field with the text 'Bold Group Only' (highlighted with a red circle '3') and a 'Share' button (highlighted with a red circle '4'). Below the text editor, there is a 'Latest Posts' section with a search bar and a list of activity items. The first item is by Justin DeBaggis, 'Case status updated', 'Status: New to Working', '30m ago'. The second item is by Justin DeBaggis, 'they are very angry and want to cancel', '21h ago'. The third item is by Justin DeBaggis, 'Case created', '21h ago'. At the bottom, there is an 'Activities Timeline' section and a filter bar with 'Filters: All time · All activities · All types' and a settings icon.

📌 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)

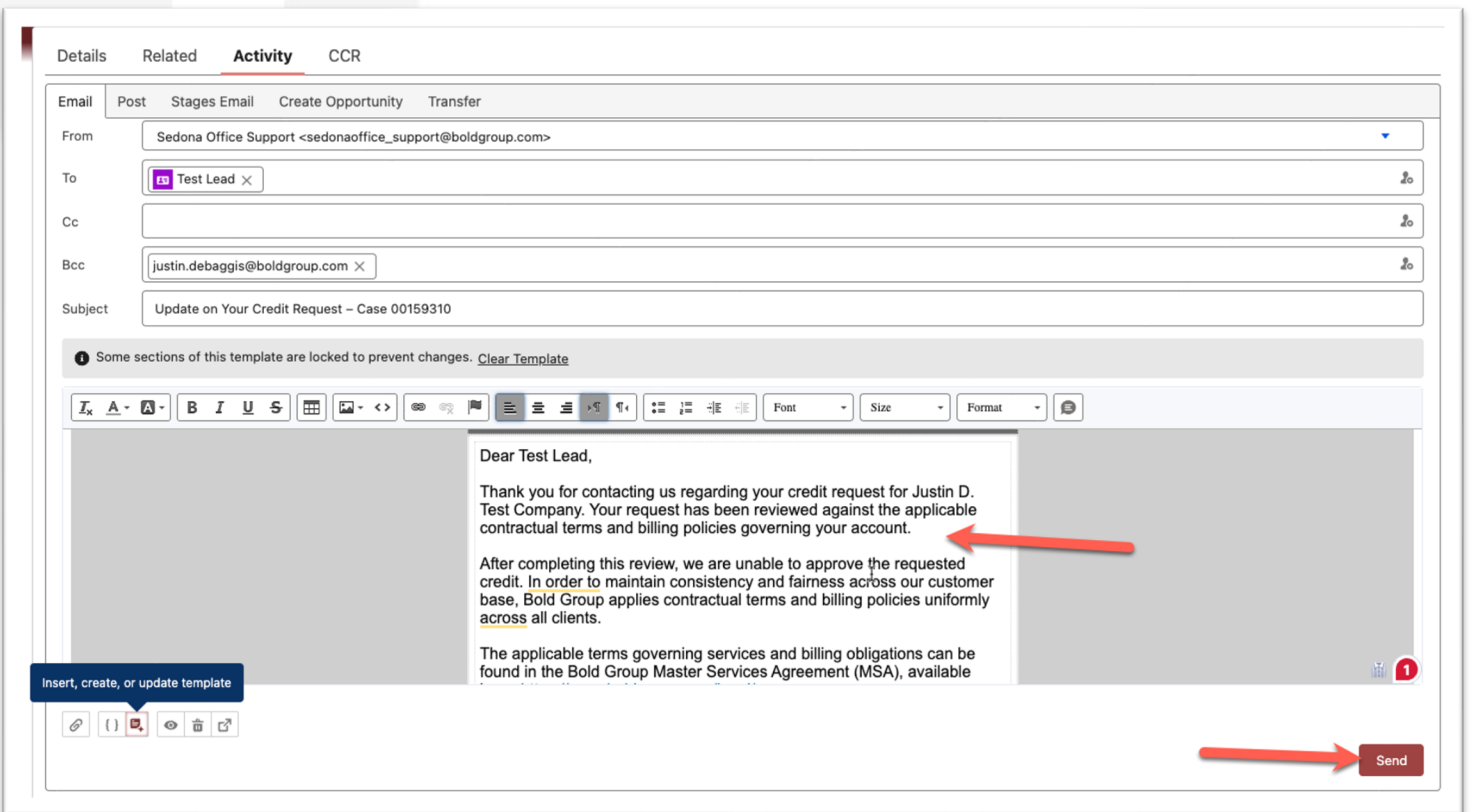
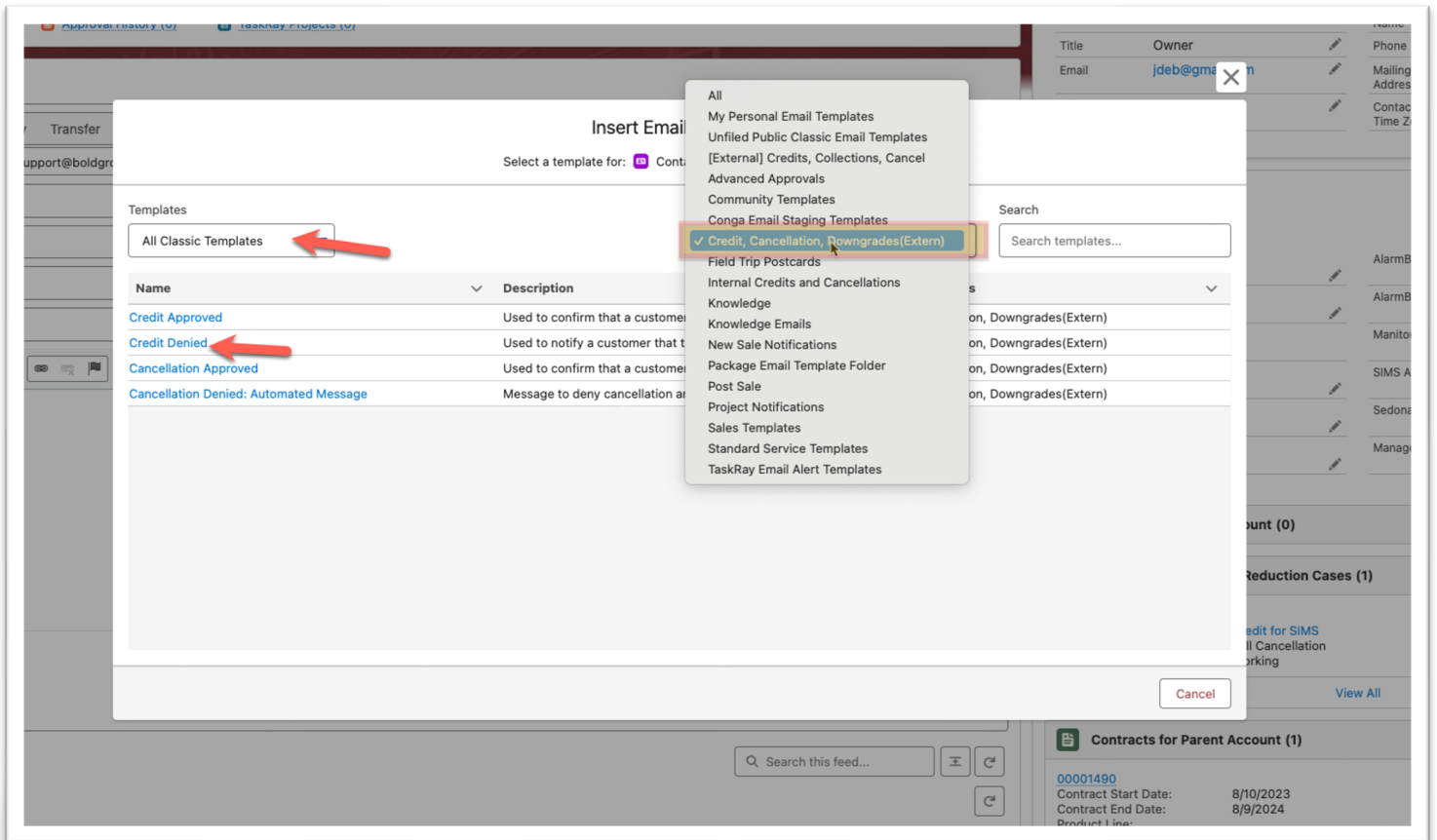
✓ Step-by-Step

- 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

The screenshot displays an email composer interface. At the top, there are tabs for 'Details', 'Related', 'Activity', and 'CCR'. Below these are action buttons: 'Email', 'Post', 'Stages Email', 'Create Opportunity', and 'Transfer'. The 'From' field is 'Sedona Office Support <sedonaoffice_support@boldgroup.com>'. The 'To' field contains 'Test Lead'. The 'Cc' field is empty. The 'Bcc' field contains 'justin.debaggis@boldgroup.com'. The 'Subject' field is 'Credit for SIMS'. A rich text editor toolbar is visible, including options for text color, bold, italic, underline, strikethrough, link, unlink, list, indent, outdent, font, size, and format. A red arrow points to the 'Insert a template...' button in the bottom left corner of the editor. A dropdown menu is open, showing 'RECENTLY USED TEMPLATES' with the following options: 'Credit Approved', 'Credit Denied', 'Cancellation Approved', 'Cancellation Denied: Automated Message', 'Save as new template...', and 'Save template...'. The 'Send' button is located in the bottom right corner of the composer area. The bottom of the screen shows a user profile for 'Justin DeBaqgis' and a timestamp of '21h ago'.



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**

Case | Clone | Create Opportunity | View Case Hierarchy | Update Contact Name | Submit for Approval

Arch | Pending Release | Closed | [✓ Mark Status as Complete](#)

Contact Details

Name	Test Lead	Account Name	Justin D. Test Company
Title	Owner	Phone	
Email	jdeb@gmail.com	Mailing Address	
Inactive	<input type="checkbox"/>	Contact's	

9. Approval Routing Logic

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

Credit for SIMS | + Follow | Add Products | Edit | Transfer | Close Case | Clone | Create Opportunity | View Case Hierarchy | Update Contact Name | Submit for Approval

Related List Quick Links: Case Comments (1), Surveys (0), Files (0), Contact Roles (0), Related Cases (0), Emails (0), Open Activities (0), Activity History (0), Case History (3), Approval History (0), TaskRay Projects (0)

Approval History
0 Items - Sorted by Is Pending - Updated a few seconds ago

Step Name	Date	Status	Assigned To	Actual Approver	Comments
No items to display.					

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
-