**[A blue and white sign

Description automatically generated](https://www.smartsheet.com/try-it?trp=12274&utm_source=template-word&utm_medium=content&utm_campaign=Customer+Service+Proposal-word-12274&lpa=Customer+Service+Proposal+word+12274)Customer Service Proposal   
Template Example**

Proposal Overview

Client Name: Positive Charge

MM/DD/YY

Customer Service Proposal for Positive Charge

About Us

**Company Overview**

Brightline Solutions is a premier provider of customer service solutions, dedicated to helping innovative companies like Positive Charge deliver seamless support to their customers. Our mission is to enhance customer satisfaction and drive business success through expertly tailored service strategies.

**Experience and Expertise**

With over 12 years of experience, Brightline Solutions has supported clients in the technology, logistics, and renewable energy sectors, delivering exceptional multi-channel support and measurable results.

**Core Values**

We value responsiveness, innovation, and partnership, ensuring that every customer interaction aligns with your brand’s vision.

**Company Information**

Brightline Solutions

Phone: (555) 987-6543

support@brightlinesolutions.com

456 Service Avenue, Suite 100, Innovation City, ST 78901

www.brightlinesolutions.com

Scope of Services

**Customer Service Type Needed**

24/7 multi-channel support, including email, phone, and live chat for EV customers and logistics partners.

**Service Hours**

Full coverage, including peak usage times and emergency response.

**Team Requirements**

A team of 12 customer support specialists trained in EV technology and logistics coordination.

**Additional Details**

Customized support scripts and FAQs tailored to Positive Charge’s operations.

Client Requirements

**Service Goals**

Achieve a 95% resolution rate within 24 hours for customer issues while reducing call wait times to under 3 minutes.

**Target Metrics**

Meet SLA standards for response time, resolution, and customer satisfaction (above 90%).

**Technology or Software Needs**

Integration with Positive Charge’s CRM system for efficient tracking and reporting.

Service Plan

**Proposed Strategy**

Brightline Solutions will deploy a specialized customer support team to manage Positive Charge’s inquiries, providing a seamless experience for EV drivers and logistics operators. Weekly analytics will track performance against key metrics.

**Team Structure**

* Customer Support Agents (12): Handle real-time inquiries and proactive outreach.
* Quality Analyst (1): Monitor interactions to ensure service excellence.

**Tools and Technology**

Integration of Brightline’s proprietary support platform with Positive Charge’s CRM for ticket resolution and analytics.

**Customization Options**

Bi-weekly strategy sessions to refine processes and improve outcomes.

Cost Breakdown

|  |  |  |  |
| --- | --- | --- | --- |
| Description | Unit Cost | Quantity | Total Cost |
| Customer Support Agent | $25/hour | 1,920 hours/month | $48,000 |
| CRM Integration | $1,200 (one time) | - | $1,200 |
| Quality Monitoring | $550/month | 1 month | $550 |
| Reporting and Analytics | $350/month | 1 month | $350 |
| Training for Team | $500/session | 3 sessions | $1,500 |
|  |  |  |  |
|  |  |  |  |
| **Total Estimated Cost** | | | $51,600 |

Terms and Conditions

**Payment Terms**

A 30% deposit ($15,480) is required upon contract signing. Remaining payments will be invoiced monthly.

**Contract Duration**

Initial 12-month agreement with options for renewal based on performance.

**Termination Policy**

The agreement may be terminated with 60 days' written notice by either party.

Client Acknowledgement

|  |
| --- |
| Name |
| Signature |
| Date |

Additional Notes or Attachments

Attachments: Call flow chart customized for Positive Charge’s EV driver support; example SLA metrics report; and FAQ on integration with existing CRM tools.

**Customer Service Proposal Template**

***Template Instructions:*** *Replace placeholder text (e.g., [Client Name]) with specific details about the proposal and client. Update cost breakdown numbers and descriptions with your services and pricing. Ensure all sections reflect the client’s unique needs and your company’s capabilities.*

Proposal Overview

Client Name

Date of Submission

Proposal Title

About Us

**Company Overview**

Provide a brief description of your company, including its mission and vision.

**Experience and Expertise**

Highlight years of experience, relevant certifications, or industries served.

**Core Values**

List key principles like customer focus, quality service, or adaptability.

**Company Information**

Company Name

Contact Information

Website, Links, Additional References

Scope of Services

**Customer Service Type Needed**

Specify the type of service (e.g., call center support, live chat, email support).

**Service Hours**

Indicate coverage times (e.g., 24/7, business hours only).

**Team Requirements**

Note the number of representatives or specific skills needed.

**Additional Details**

Include any unique client needs, like multilingual support or tech integration.

Client Requirements

**Service Goals**

Describe the client’s objectives (e.g., improve response times, reduce churn).

**Target Metrics**

Outline KPIs or SLAs (e.g., response time, resolution rate).

**Technology or Software Needs**

Note any specific platforms (e.g., CRM tools) the client requires.

Service Plan

**Proposed Strategy**

Summarize the approach to meeting the client's customer service needs.

**Team Structure**

Outline roles and responsibilities of customer service representatives.

**Tools and Technology**

List software, platforms, or tools included in the service.

**Customization Options**

Detail any tailored solutions or enhancements available.

Cost Breakdown

|  |  |  |  |
| --- | --- | --- | --- |
| Description | Unit Cost | Quantity | Total Cost |
| Customer Support Agent | $25/hour | 160 hours | $4,000 |
| CRM Integration | $500 (one time) | - | $500 |
| Training for Team | $200/session | 3 sessions | $600 |
| Monthly Service Fee | $2,000/month | 1 month | $2,000 |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
| **Total Estimated Cost** | | | $7,100 |

Terms and Conditions

**Payment Terms**

Specify deposit amount, invoicing schedule, and payment deadlines.

**Contract Duration**

Indicate the length of service and any renewal options.

**Termination Policy**

Define conditions for ending the contract early.

Client Acknowledgement

|  |
| --- |
| Name |
| Signature |
| Date |

Additional Notes or Attachments

Use this section for supplementary documents, such as workflow charts, sample reports, or terms addenda.

|  |
| --- |
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