



SALESFORCE SERVICE CLOUD

Quick Start

A working service desk — configured, tested and ready for your agents.

SCOPE 1

Launch

\$8,000

4 weeks

SCOPE 2

Most popular

Growth

\$13,000

5 weeks

SCOPE 3

Scale

\$19,500

6 to 7 weeks

One clear outcome, three levels of complexity

Every scope delivers a live, production-ready Salesforce Service Cloud solution. What changes is the number of service processes, the channels your customers can reach you through, the depth of routing, knowledge and automation, and the level of enablement included. Add-ons and an ongoing care plan are available with every scope.

Brysa Limited

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What you will have at launch

A Brysa Service Cloud Quick Start gives your team a practical, production-ready foundation for handling customer enquiries in Salesforce. The selected scope is configured around your agreed service process rather than a generic demonstration org.

Capture every enquiry

Cases arrive from email and your website into one queue.

Route work fairly

Send cases to the right team or agent automatically.

Work in one console

Agents handle cases without switching between screens.

Answer consistently

Use agreed statuses, fields and rules to guide agents.

See the backlog

Give managers queue, volume and resolution reporting.

Launch with confidence

Test, train, deploy and support the first weeks of use.

Included in every scope

- Kick-off, discovery and confirmation of the selected package scope
- Salesforce configuration in a sandbox or agreed non-production environment
- Service Console configured for your agreed case process
- Brysa testing, coordinated client UAT and production deployment
- Data migration using Brysa templates within the selected package limits
- Administrator and agent enablement appropriate to the selected scope
- Remote post-launch hypercare for the stated period and hour allowance
- A defined route into ongoing support through a Brysa Care Plan

Built for a genuine Quick Start

These packages are intended for a new or lightly configured Salesforce org and a standard service operation. Where an existing org carries significant customisation, technical debt or unresolved data issues, we begin with a fixed-price Org Health Check so that the build price can be confirmed with confidence.

STEP 0 · OPTIONAL

Org Health Check

For organisations with an existing Salesforce org. One week to review current configuration, data quality, technical debt and licence position, ending in a short findings note and a firm fixed price for the build. The full fee is credited against any Quick Start package started within 60 days.

\$2,000

1 week

Credited on proceed

Choose your scope

Start with the option that reflects the complexity you need now. Capability can be added later through fixed-price add-ons without overloading the initial implementation.

CAPABILITY	SCOPE 1 · LAUNCH	SCOPE 2 · GROWTH	SCOPE 3 · SCALE
Fixed price	\$8,000	\$13,000	\$19,500
Best fit	One team handling a single enquiry type	Growing team needing routing and self-service content	Established desk with service levels and multiple channels
Guide team size	Around 10 agents	Around 20 agents	Around 30 agents
Service processes	1	Up to 2	Up to 3
Core CRM and console	Accounts, Contacts, Cases, Activities with a standard Service Console	Launch plus broader configuration and layouts	Growth plus advanced console configuration
Custom fields	Up to 15	Up to 30	Up to 50
Case capture	Email-to-Case and 1 Web-to-Case form	As Launch	As Launch
Routing and queues	Assignment rules, up to 2 queues	Omni-Channel, up to 5 queues	Skills-based routing, up to 8 queues
Additional channel	Not included	Not included	1 channel — web chat or messaging
Knowledge	Not included	Lightning Knowledge, 10 seed articles	Knowledge with approval workflow, 25 articles
Entitlements and milestones	Not included	Not included	Up to 2 entitlement processes
Escalation rules	Not included	1 rule	Up to 3 rules
Automation items	Up to 2	Up to 4 plus 1 approval	Up to 6 plus 2 approvals
Custom objects	Not included	1 light custom object	Up to 2 light custom objects
Reports and dashboards	5 reports, 2 dashboards	10 reports, 3 dashboards	15 reports, 5 dashboards
Data migration	5,000 rows, 3 core objects, single load	25,000 rows, 5 objects, test and production loads	50,000 rows, 6 objects, test and production loads
Training	Admin and agent sessions	Admin, super-user and agent sessions	Expanded admin and agent enablement
UAT	1 cycle	1 cycle plus retest	2 cycles plus regression retest
Hypercare	10 days, up to 3 hours	21 days, up to 6 hours	30 days, up to 8 hours
Typical delivery	4 weeks	5 weeks	6 to 7 weeks

All limits are maximums within the fixed-price package and are confirmed in the configuration workbook after discovery.

SCOPE 1

Launch

\$8,000

For a service team moving from a shared inbox or spreadsheet into one clear Salesforce case process.

Typical delivery: 4 weeks

WORKSTREAM	WHAT BRYSA WILL DELIVER	INCLUDED LIMIT
Discovery and design	— Kick-off and one requirements workshop of up to 2 hours — Confirm case types, statuses, priorities, ownership and acceptance criteria — Configuration workbook and agreed delivery plan	1 team 1 service process
Core Service Cloud	— Configure Accounts, Contacts, Cases and Activities — Service Console app with agreed page layouts, list views and quick actions — Case status, priority, origin and reason model — Up to 15 agreed custom fields across the core objects	15 fields 1 console app
Case capture and routing	— Email-to-Case configured on one routing address, with auto-response templates — One Web-to-Case form configured, with the embed code provided to the client — Up to 2 queues with standard case assignment rules	1 email channel 2 queues
Access and security	— Basic role hierarchy and record ownership model — Up to 2 permission sets using standard Salesforce security — Business hours configuration for the agreed service team	2 roles 2 permission sets
Automation and controls	— Up to 2 simple automation items, such as assignment, task creation or notification — Up to 5 validation rules or data-quality controls	2 automation items 5 validation rules
Reporting	— Configure 5 agreed service reports covering volume, backlog and resolution — Configure 2 dashboards for queue and agent activity — One management review of the reporting outputs	5 reports 2 dashboards
Data migration	— Brysa migration templates and mapping guidance — One production load of the three core objects, with a pre-load validation pass — Validation of record counts and key relationships after import	3 core objects 5,000 rows total
Test, train and launch	— Brysa unit testing and one coordinated client UAT cycle — One production deployment and launch checklist — One 2-hour administrator session and one 90-minute agent session	1 UAT cycle 2 sessions
Post-launch support	— Remote support for questions, defects and minor corrections within the agreed scope — Unused hours expire at the end of the support period — Continues seamlessly into a Care Plan where selected	10 days 3 hours

Growth

\$13,000

For a growing service desk that needs real routing, a knowledge base and broader management reporting.

Typical delivery: 5 weeks

WORKSTREAM	WHAT BRYSA WILL DELIVER	INCLUDED LIMIT
Discovery and design	— Kick-off and up to 2 requirements workshops totalling 4 hours — Confirm up to 2 service processes, routing model, knowledge needs and acceptance criteria — Configuration workbook, solution summary and delivery plan	2 processes 4 workshop hours
Core Service Cloud	— Everything in Launch, expanded for up to 2 case processes and record types — Up to 30 agreed custom fields across the core objects — One light custom object with up to 10 fields and one relationship to a core object	30 fields 1 custom object
Channels and routing	— Email-to-Case and Web-to-Case as configured in Launch — Omni-Channel routing with agreed presence statuses and agent capacity model — Up to 5 queues and matching routing configurations	Omni-Channel 5 queues
Knowledge	— Lightning Knowledge enabled with one article record type — Up to 5 data categories and article search within the Service Console — Up to 10 seed articles loaded from client-supplied approved content	1 article type 10 articles
Access, automation and controls	— Role hierarchy for up to 4 roles and up to 3 permission sets — Up to 4 declarative automation items using Flow, assignment rules, tasks or notifications — One single-stage approval process and one case escalation rule — Up to 10 validation rules or data-quality controls	4 automation items 1 approval
Reporting	— Configure 10 agreed reports — Configure 3 dashboards for queue performance, agent activity and management review — Knowledge and channel reporting where included in the agreed design	10 reports 3 dashboards
Data migration	— Brysa migration templates and mapping guidance — One test load and one production load — Relationship, ownership and record-count validation after import	5 objects 25,000 rows total
Test, train and launch	— Brysa unit testing, one client UAT cycle and one correction and retest period — One production deployment and launch checklist — Administrator, super-user and agent enablement totalling up to 5 hours	1 UAT cycle 5 training hours
Post-launch support	— Remote support for questions, defects and minor corrections within the agreed scope — Unused hours expire at the end of the support period — Continues seamlessly into a Care Plan where selected	21 days 6 hours

SCOPE 3

Scale

\$19,500

For an established service operation with service levels, multiple case types and more than one contact channel.

Typical delivery: 6 to 7 weeks

WORKSTREAM	WHAT BRYSA WILL DELIVER	INCLUDED LIMIT
Discovery and design	— Kick-off and up to 3 stakeholder workshops totalling 6 hours — Confirm up to 3 service processes, service levels, escalation and channel strategy — Acceptance criteria, configuration workbook and delivery plan	3 processes 6 workshop hours
Core Service Cloud	— Everything in Growth, expanded for up to 3 case processes and 50 agreed custom fields — Up to 2 light custom objects with up to 12 fields each — Advanced console configuration including agreed related lists and macros	50 fields 2 custom objects
Channels and routing	— Omni-Channel with skills-based routing across up to 8 queues — One additional channel configured on standard components — web chat or messaging — Routing configurations, presence statuses and capacity model for the agreed teams	8 queues 1 extra channel
Knowledge and entitlements	— Knowledge with up to 2 article record types and up to 10 data categories — One article approval and publication workflow, with up to 25 seed articles — Entitlement processes for up to 2 service levels, with milestone tracking in the console — Business hours and holiday configuration	25 articles 2 entitlement processes
Access, automation and controls	— Role hierarchy for up to 6 roles, up to 5 permission sets and up to 2 standard sharing rules — Up to 6 declarative automation items and up to 2 single-stage approval processes — Up to 3 case escalation rules and 15 validation rules or data-quality controls — Standard duplicate and matching rules for up to 2 core objects	6 automation items 2 approvals
Reporting	— Configure 15 agreed reports and 5 dashboards for executive, management, queue, agent and channel views — One reporting review with senior stakeholders	15 reports 5 dashboards
Data migration	— Brysa migration templates, one test load and one production load — Relationship, ownership and record-count validation — Import reconciliation summary provided after go-live	6 objects 50,000 rows total
Test, train and launch	— Brysa unit testing and two coordinated client UAT cycles with correction and regression retest — One production deployment, launch checklist and administration handover guide — Up to 8 hours of administrator and agent training	2 UAT cycles 8 training hours
Post-launch support	— Remote support for questions, defects and minor corrections within the agreed scope — Unused hours expire at the end of the support period — Continues seamlessly into a Care Plan where selected	30 days 8 hours

Add-ons and ongoing care

Most service operations need one or two things beyond a standard scope. Rather than moving you up a whole package, these items can be added to any scope at a fixed price and confirmed in the Statement of Work.

Fixed-price add-ons

ADD-ON	FIXED PRICE	TYPICAL EFFECT ON TIMELINE
Additional service process or case record type	\$1,900	+2 to 3 days
Additional channel (web chat or messaging)	\$1,900	+2 to 3 days
Additional light custom object	\$1,300	+1 to 2 days
Knowledge article pack (25 seed articles)	\$1,000	+1 day
Additional entitlement process	\$1,000	+1 day
Report and dashboard pack (5 reports, 1 dashboard)	\$1,000	+1 to 2 days
Additional approval or escalation rule	\$1,000	+1 day
Additional migration object or 10,000 rows	\$1,000	+1 day
Additional automation item	\$700	+0.5 to 1 day
Additional queue and routing configuration	\$700	+0.5 day
Additional Web-to-Case form	\$700	No change
Additional training session (90 minutes)	\$700	No change

Add-on prices are the same whether agreed at Statement of Work stage or raised during delivery, and are invoiced with the second instalment.

AFTER GO-LIVE

Brysa Care Plans

Service Cloud changes constantly after go-live — new case reasons, new queues, new reports as the desk matures. A Care Plan begins the day hypercare ends, so your team keeps momentum instead of losing access to support at the point they are first using the system properly. For most service desks we recommend Active.

	ESSENTIALS	ACTIVE	PARTNER
Monthly fee	\$750	\$1,600	\$3,000
Included hours	Up to 3 hours	Up to 7 hours	Up to 15 hours
Reactive support	Yes	Yes	Yes, priority
Small changes and fixes	Yes	Yes	Yes
Scheduled change window	Not included	Monthly	Fortnightly
Business review	Not included	Quarterly	Monthly
Roadmap and optimisation input	Not included	Not included	Included
Named Brysa administrator	Not included	Not included	Included

Commit at Statement of Work stage

Where a Care Plan is agreed alongside the Quick Start, Brysa applies a 10% discount to the first six months. Care Plans run on a rolling basis with 30 days' notice, and unused hours do not carry forward.

How the Quick Start is delivered

Brysa uses a structured delivery sequence so decisions are made early, configuration stays within the selected package and your team reaches production quickly.

1	2	3	4	5
Discover	Design	Configure	Validate	Launch
Confirm outcomes, case process, users, data and acceptance criteria.	Agree the configuration workbook and package limits.	Build channels, routing and reporting, and prepare the migration.	Complete client UAT, corrections, training and readiness checks.	Deploy to production and begin the included hypercare period.

Typical timetable

PERIOD	LAUNCH	GROWTH	SCALE
Week 1	Discover and configure	Discover, design and configure	Discovery and solution design
Week 2	Configure, migrate and test	Core configuration and routing	Core configuration and console
Week 3	UAT, train and deploy	Knowledge, migration and reporting	Channels, Knowledge and entitlements
Week 4	Hypercare	UAT, train and deploy	Reporting, migration and testing
Week 5	Not applicable	Hypercare	First UAT cycle and corrections
Weeks 6 to 7	Not applicable	Not applicable	Second UAT, training and deployment

When the clock starts

The delivery period begins once the Statement of Work is signed, the required Salesforce licences and access are available, the nominated decision-maker is confirmed and the initial data and process information have been supplied. Client delays move the delivery dates accordingly.

Decision and feedback cadence

- Brysa records all agreed decisions in the configuration workbook.
- The client provides one consolidated response at each review point.
- Feedback and approvals are expected within two working days unless otherwise agreed.
- New requirements raised during UAT are assessed as additional scope and priced from the add-on menu where applicable.

Definitions and responsibilities

The definitions below keep the fixed price clear for both parties.

TERM	WHAT IT MEANS IN THIS PACKAGE
Service process	One defined case path with its own agreed statuses, record type, page layout and guidance.
Channel	One configured route by which a case is created — email, web form, chat or messaging — using standard Salesforce components.
Light custom object	One custom object with the stated number of fields, one core relationship and standard page, tab and access configuration.
Automation item	One declarative rule, Flow, assignment, task or notification pattern. It does not include Apex, external callouts, high-volume batch processing or complex multi-object orchestration.
Seed article	One Knowledge article created from final approved client-supplied content. It does not include authoring, rewriting or translation.
UAT cycle	One agreed test window using the approved acceptance criteria, followed by correction of in-scope defects and the stated retest period.
Clean data	Deduplicated and complete source data supplied in Brysa templates, with valid owners, picklist values and relationships.
Hypercare	Remote questions, defect correction and minor adjustments to the agreed implementation during the stated period and hour allowance.
Care Plan	An ongoing monthly service covering support, small changes and, at higher levels, scheduled change windows and review sessions.

What Brysa needs from you

- Appropriate Salesforce Service Cloud licences and administrator access
- A nominated decision-maker empowered to approve process and scope decisions
- Available service, operations and management stakeholders for the agreed workshops
- Approved case statuses, priorities, ownership rules and service levels where applicable
- Mailbox access and DNS or forwarding support to enable Email-to-Case
- Final approved article content where Knowledge is included
- Named agents to carry out UAT and provide one consolidated issue list
- Website support to embed the Web-to-Case code and any chat snippet

What is not included

The following work sits outside all three standard Quick Start scopes unless it is expressly added to the Statement of Work. Where an item is needed, Brysa will scope and price it separately.

- Salesforce licences, third-party licences or software subscription fees
- Computer telephony integration, voice, or any third-party contact-centre platform
- Agentforce, Einstein Bots, Einstein Case Classification or other AI features
- Experience Cloud self-service portals or customer communities
- Feedback Management, CSAT surveys or survey licensing
- Data cleansing, manual deduplication, enrichment or remediation of incomplete source data
- Third-party integrations, middleware, API development or external authentication
- Apex, Visualforce, Lightning Web Components or other bespoke code
- Field Service, Sales Cloud, Marketing Cloud or other Salesforce products
- Social media channels, WhatsApp or other messaging platforms requiring separate licensing
- Knowledge authoring, content rewriting, translation or multilingual configuration
- Full change management, ongoing administration or additional UAT cycles

Support, defects and additional requirements

AREA	HOW IT IS HANDLED
Included hypercare	Remote support during UK business hours for questions, agreed-scope defects and minor corrections, limited to the package allowance and period.
Defect	An agreed item does not operate in accordance with the approved configuration workbook or acceptance criteria. Defects are corrected at no additional cost.
Enhancement	A new feature, changed process, additional report, new automation or other requirement not approved in the package scope.
Additional scope	Brysa will explain the impact and provide a fixed price from the add-on menu or a separate estimate. No chargeable work begins without written approval.
Client delay or pause	Delivery dates move where information, access, data, testing or decisions are delayed. A project paused for more than 20 working days may require re-planning.

Commercial terms and next steps

TERMS	
Fixed package prices	Launch \$8,000 · Growth \$13,000 · Scale \$19,500
Org Health Check	\$2,000, credited in full against any package commenced within 60 days.
Payment	50% on commencement and 50% on UAT sign-off. Add-ons are invoiced with the second instalment.
Care Plans	Billed monthly in advance from the day hypercare ends. Rolling term with 30 days' notice.
Scope confirmation	The selected package and any agreed variations are incorporated into the Statement of Work. The fixed price applies within the stated limits and assumptions.
Acceptance	The client reviews the agreed acceptance criteria during UAT. The solution is accepted when material in-scope defects are resolved, or five working days after production deployment if no material defect has been reported.
Validity	All prices are in US dollars and are the total professional services fee for the agreed scope. Valid for 60 days from the date of issue.

Select the right starting point

Launch

Choose this when one team needs email and web enquiries in one place with core reporting.

Growth

Choose this when routing, a knowledge base, a second case type or stronger automation are required.

Scale

Choose this when service levels, multiple channels, escalation and executive reporting are required.

Let us confirm the right starting point

Every Quick Start begins with a short, no-obligation suitability call. It takes about thirty minutes and confirms three things: which scope fits your service operation, whether your Salesforce environment needs an Org Health Check first, and what we would each need to have ready before the clock starts.

Next step

Brysa will hold a short suitability call to confirm the selected package, your Salesforce environment and the prerequisites. We will then issue the Statement of Work and agree the kick-off date.

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Satish Thiagarajan

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This document describes Brysa's standard Service Cloud Quick Start packages. The signed Statement of Work governs the engagement.