CINCH DESK · SERVICE DELIVERY

Resolve with context. Deliver with confidence.

Every ticket is a customer counting on you. Cinch connects support work, monitored devices, customer knowledge and team coordination so MSPs and CSPs can keep service moving from the first alert to the final resolution.

AI-assisted replies
Luca drafts. Your technician reviews and sends.

Customer context
Devices and Workbooks close to the ticket.

Team coordination
Handoffs, shifts and patch windows in view.

THE SINGLE SOURCE OF TRUTH

A shared workspace. A connected service team.

Give technicians the information to act, customers a clearer conversation and service leaders a better view of the work.

Give every ticket a next step

Work queues, ownership and priorities with customer and device context close at hand.

Let AI help with the reply

Use Luca to draft and polish ticket messages, with your technician reviewing and sending.

Coordinate the whole service day

Connect shift visibility, handoffs, patch windows, tasks and logged time to service delivery.

Bring emerging issues into the workflow

Uptime Monitor and Health Checks surface availability and backup issues where your team already works.

AI assistance. Technician judgment.

Luca helps with the first draft. Your team stays in control of the customer message and the resolution. AI assistance supports the work; your team owns the outcome.

TURN ATTENTION INTO ACTION

A clearer path from issue to resolution.

Focus the team, preserve the context and make the work visible.

01

TICKET OWNERSHIP

Put the right work in view.

Triage by queue, priority, status and assignee. Reassign work, track progress and connect related tickets so the next action has a clear owner.

02

AI-ASSISTED COMMUNICATION

Spend less time shaping the reply.

Where enabled, Luca drafts from ticket context and polishes your wording. Your technician reviews the message, chooses recipients and sends it through the normal workflow.

03

RESOLUTION KNOWLEDGE

Build on what your team already knows.

When similar-ticket search is enabled, find relevant closed tickets and their written resolutions. Keep internal notes and customer knowledge close to the issue you are solving.

04

CONNECTED DEVICES

Start troubleshooting with the device story.

Review N-able-synced endpoints, active alerts, installed applications and performance. Raise a ticket from the device or alert with that device already linked.

05

UPTIME & HEALTH

Bring emerging issues into the service workflow.

Monitor website and service availability with email alerts. Health Checks tracks Veeam configuration-backup notifications and opens tickets for failures or missed check-ins under its monitoring rules.

06

CONTROLLED CHANGES

Make the plan and approval visible.

Document risk, affected services, maintenance windows and backout plans inside the ticket. Route changes through peer, internal and customer approvals as required.

CONNECTED TO YOUR STACK

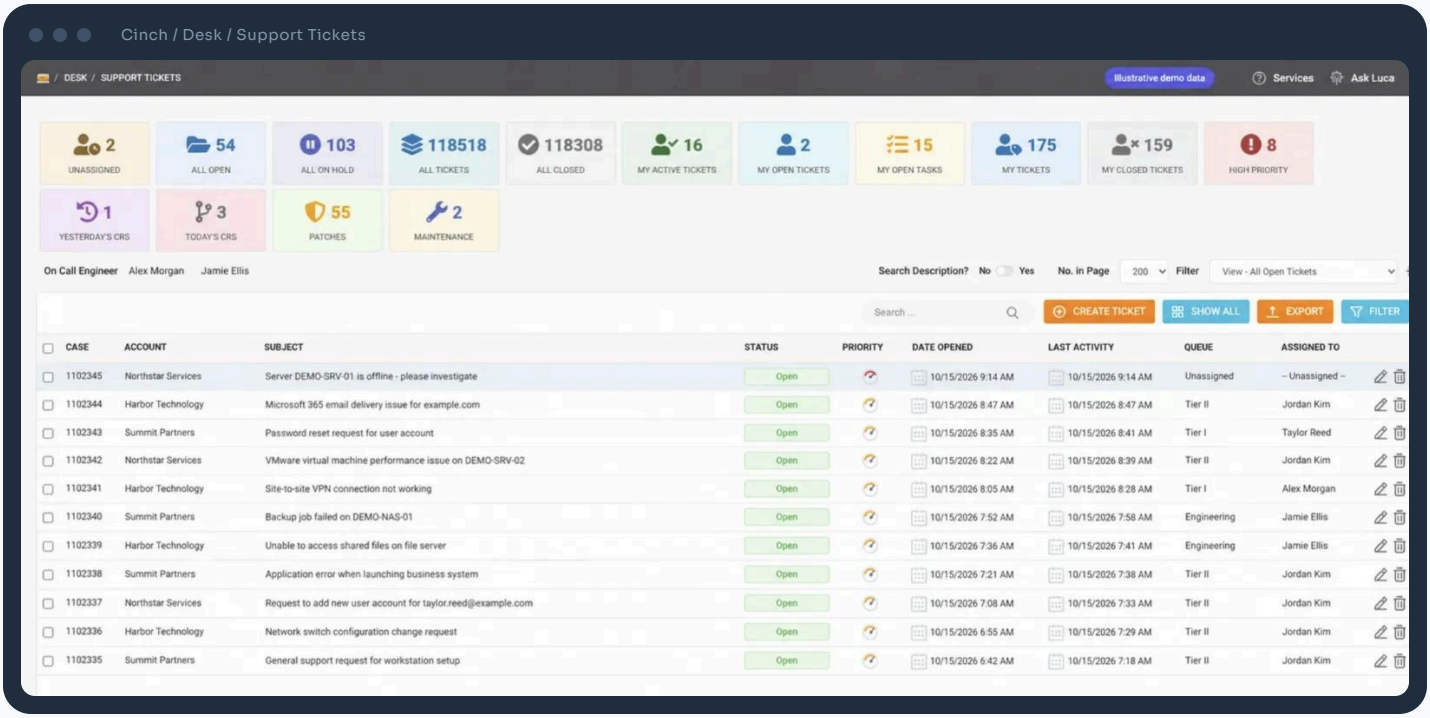
Your tools. Working together.

Microsoft | Veeam | VMware | N-able | XCP-ng | Zerto | Zoho | Salesforce

CUSTOMER CONTEXT, CLOSE TO THE WORK

Less searching. More time solving.

Keep the conversation, internal notes, tasks, logged time and approvals in the ticket workspace. Connect that work to the customer's devices and Workbooks so the next technician can pick up with context.



Support ticket workspace · sanitized illustration with fictional demo data.

Keep the whole service day moving.

07

SHIFT CONTINUITY

Keep the next technician in the loop.

Flag tickets and handoff notes on the Message Board. Use Shift Status to see today's attendance and current team availability before coordinating the next step.

08

SERVICE SCHEDULING

Plan coverage around the work.

Bring engineering shifts, team schedules and patch windows into view. Patch Operations connects scheduled maintenance to linked tickets.

09

TIME & VISIBILITY

Show the effort behind the outcome.

Break larger tickets into owned tasks and record billable or non-billable time with a timer or manual entry. Review the work with dashboards and saved reports.

THE WORKSPACE BEHIND THE SERVICE

Built for the way MSP teams work.

One connected platform for the modules your team uses to support customers and coordinate delivery.

Built for the whole service day

Service workspace
Dashboard · Tickets · Tickets Archive

Read the service picture, work the queue and retain a place for past support records.

Customer knowledge
Devices · Workbooks · Operations Library

Bring endpoints, documentation and operational knowledge into the support conversation.

Monitoring & continuity
Uptime Monitor · Health Checks · Message Board · Toasts

Keep monitoring and team communication within reach of the service workspace.

Team operations
Shift Status · Engineering Calendar · Patch Operations

Coordinate coverage, handoffs and scheduled maintenance alongside support work.

Leadership & effort
Reports · Team & tier calendars · Time Entry

Keep schedules, recorded effort and reports visible for service coordination.

Desk, in practice

How does Cinch help a technician get up to speed?

The ticket brings conversations, notes, tasks and time together. Linked devices add technical context, Workbooks holds customer knowledge, and similar-ticket search can surface written resolutions when enabled.

Does AI automatically send replies or resolve tickets?

No. The reply tools draft and polish text. Technicians review the content and send the message themselves.

What do Health Checks monitor today?

Health Checks watches Veeam configuration-backup notification emails. Failures and missed check-ins can create tickets, with checks to avoid duplicates. Uptime Monitor separately checks website and service availability.

How does Patch Operations connect to Desk?

It brings patch and upgrade schedules together with linked tickets, so maintenance windows and recurring work stay connected to the queue.

ONE PLATFORM · SIX CONNECTED MODULES

Desk	CRM	PSA	Workbooks	Cloud	Business Operations
Service delivery & devices	Sales & account growth	Projects, time & capacity	IT documentation & assets	Provisioning & operations	Shifts, effort & reporting

Better context. Stronger service delivery.

See how Cinch brings your help desk, customer knowledge and team operations together.

Start Free →

(484) 679-2324 support@cinchsoftware.io

Free for up to 5 provider users · No credit card required · Customer end users are always free. Doylestown, Pennsylvania · AICPA SOC · Member, MSP Association of America.