

Parature Customer Service™ software integrates the customer portal, knowledgebase, ticketing, and a host of other modules in one dynamic, tightly unified system that manages all your support needs. There's no smarter, more efficient way to serve, support, retain, engage with and maximize the value of every customer.

BETTER MANAGE AND TRACK ALL YOUR VALUABLE IT ASSETS

Whether it's laptops, phones, or PDAs, your IT assets represent a large and dispersed investment across your organization. Parature Asset™ provides meaningful insight into how your assets are running and how well they're supporting your business. You'll see precisely which assets have been successfully deployed and are running smoothly — and which are causing trouble based on the number of support issues your team is receiving.

GET A 360 DEGREE VIEW OF YOUR ASSETS

Having an up to date, detailed list of assets and related records gives you the insight to better plan for the future. You can track all aspects of your assets — costs, histories, maintenance, failures. You can also assign serial numbers for individual assets and create an asset catalog so you always have a current, correct master list of all assets.

ADVANCED FEATURES

- Enable end users to submit service requests related to their personal assets right on your support portal
- Upload and associate files such as PDF documents or user manuals, to each asset
- Build a tailored workflow to track the status of all business assets
- Create an unlimited number of fields to track important information such as type, location and vendors



BENEFITS AND FEATURES

- ✓ Standardize and streamline asset management across the organization
- ✓ Provide company-wide insight into assets that hinder your organization's efficiency
- ✓ Ensure employees are held accountable for equipment
- ✓ Customize the asset fields and workflow to best meet the needs of your customer service management process

Parature Portal™ provides a 24/7 professional, personalized external support presence. Currently more than 2,500 support portals are powered by Parature.

Parature Knowledgebase™ is the first go-to spot on the portal for customers to easily help themselves to documentation, answers to frequently-asked questions, product briefs, and all the latest information.

Parature Ticket™ is a world-class lifecycle ticket management system for easy tracking, routing and resolution. More than one million support tickets are processed every month through Parature support portals.

A Full Range of Modules

A comprehensive range of modules are all designed to improve the customer experience and strengthen retention:

- Allow customers to engage in live chats with support staff
- Manage individual and group activities
- Provide personalized product-specific support to every customer
- Create online discussion boards

ABOUT PARATURE

Parature enables organizations to better serve, support, engage with and retain their customers via the Web. Industry-leading, on-demand Parature Customer Service™ software provides customer service organizations with a comprehensive, multi-channel way to meet the growing expectations of their customers. With more than 10 years experience, Parature serves organizations in a wide variety of industries worldwide and helps support more than 16 million end users. Parature is among Inc. Magazine's Top 100 Fastest Growing Private Software Companies and is the recipient of numerous product, technology, and leadership awards. Today, the Parature name is synonymous with innovation and value in Web-based customer service software, strategies and best practices. Parature is headquartered in Vienna, Virginia with offices in San Francisco and the U.K. For more information, visit www.parature.com or follow [@parature](https://twitter.com/parature) on Twitter.

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