

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.



FAST INITIAL RESPONSE FOR IMPROVED CUSTOMER SATISFACTION AND LOYALTY

Parature Chat™ lets your end users engage in live question and answer sessions directly with your support representatives for improved first contact resolution. This powerful chat module is a fully integrated, support focused chat application designed to meet the needs of the newest generation of support representatives and customers. Knowledgebase integration and high volume routing of chats to the appropriate queues or representatives — based on pre-chat questions, skills, issue type or availability — empowers multitasking representatives to become more productive across multiple support channels and to offer an immediate, seamless transition from a self-service to assisted channel at critical times during the support interaction. The comprehensive rules for escalation, deflection and prioritization ensure no customer questions go unanswered, a timely response and that Service Level Agreements (SLA) are met.

MANAGE FEEDBACK & MEASURE CUSTOMER SENTIMENT VIA A CUSTOM CHAT EXPERIENCE

Brand your chat interface to match the 'look and feel' of any of your websites, as well as create and deploy customized chat buttons and links to extend your support presence where your customers need it most. Quickly identify escalating customers by capturing and acting on customer sentiment in real-time utilizing custom chat feedback questions. Easily evaluate satisfaction and gauge your support team's performance. Ready your support team with custom, pre-chat questionnaires to collect relevant information prior to the actual chat session, including optional age verification, to provide a more efficient and better customer experience.

BE PROACTIVE WITH CHAT

Parature Chat empowers your team to deliver service and support where and when your customers need it whether it be - in-game, in-application, a Web form, a shopping cart, order form, or as an escalation channel from self-service. The chat support channel also provides an opportunity to generate sales leads, increase Web sales conversion rates and increase revenue by proactively inviting prospects or customers to chat with available sales or support representatives.

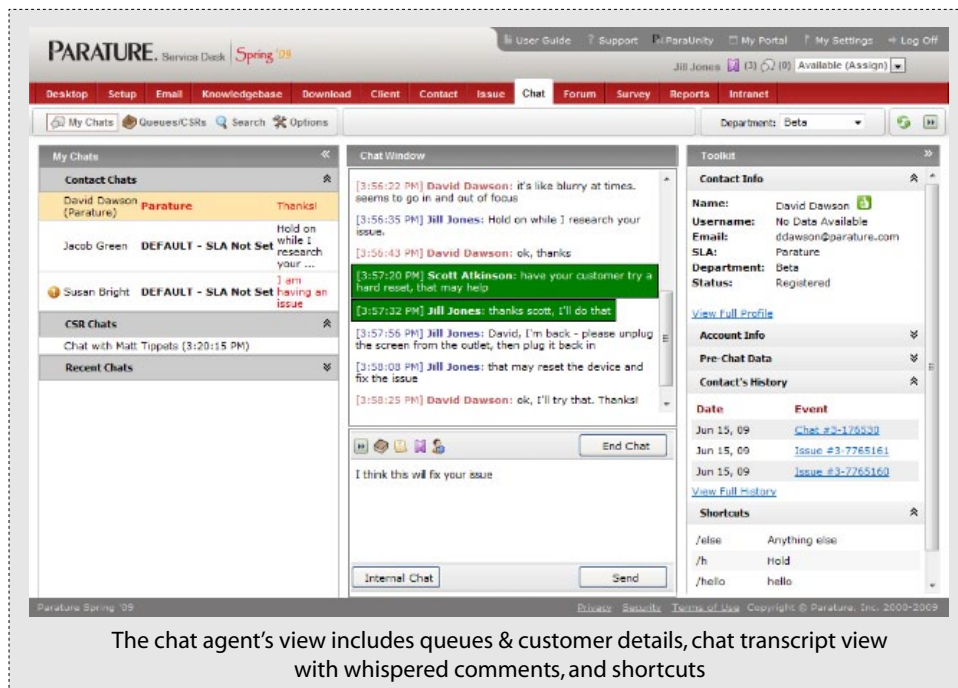
COMPLETE OVERSIGHT OF CHAT ACTIVITY WITH COMPREHENSIVE REPORTING AND MONITORING

Parature Chat provides complete oversight of channel volume for chat supervisors over all chat queues and support representatives. Robust monitoring capabilities enable you to passively monitor any representative for chat quality, initiate a whisper chat for individual support representative guidance or initiate a group chat with both the

BENEFITS AND FEATURES

- ✓ Ensure fast, consistent initial response times to customers
- ✓ Increase efficiency and productivity without increasing headcount
- ✓ Improve time to resolution
- ✓ Increase customer retention and loyalty
- ✓ Consistent branding and responses across all support channels
- ✓ Maintain a better handle on customer satisfaction — proactively address issues and capitalize on trends

support representative and customer to provide active assistance. The extensive data that is available for reporting and analytics including abandonment rate, wait-time in queue, support representative performance metrics, and more enables you to evaluate the effectiveness of your chat channel, as well as analyze chat activity across your entire organization.



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 on Twitter.

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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:

- Survey and measure customer satisfaction
- Manage individual and group activities
- Provide personalized product-specific support to every customer