

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.

STRONGER ACCOUNT MANAGEMENT AND VISIBILITY INTO ALL YOUR ACCOUNTS

Tracking activity at the account level is key to growing your business relationships. Parature Contact[™] works as a central repository for your valuable account and contact information, enabling your teams to track account-level data, set service level agreements (SLAs), access contact information and product ownership details, and more.

CONVENIENT ACCESS TO COMPLETE CONTACT INFORMATION

Use Parature Contact to provide company-wide access to both your account information and contact profiles. Store whatever account details you need — company, phone numbers, addresses, and more. Plus custom fields make it easy to record information specific to your needs.

You can add an unlimited number of contacts to each account to easily keep track of each person associated with the account. And if you have contacts that don't belong to an account, you can still keep track of them individually.

EASY CONTACT MANAGEMENT

Maintaining a comprehensive history of all user interactions in one spot helps you best meet the needs of every customer. With Parature Contact you can capture, view and edit all user transactions at the account or individual contact level — email, tickets, chats, and service calls — all in a single system. And by tracking user support history over time, you can better anticipate future needs and sales opportunities.

DEFINE AND IMPLEMENT SERVICE LEVEL AGREEMENTS

Creating and managing service level agreements can be time consuming and prone to error. Parature Contact lets you easily set up contracts that match all the different types of services your support department offers. When a customer contacts your team, the types of services available are right there on screen.



BENEFITS AND FEATURES

- ✓ Gain instant visibility into all support interactions anytime
- ✓ Grow and sustain your business relationships
- ✓ Increase productivity with contact information at your fingertips
- ✓ Quickly and accurately confirm end user identity — verify which users are authorized to receive support
- ✓ Have the information you need to cross sell and upsell products
- ✓ SaaS delivery gets you up and running fast, easy
- ✓ Secure. All data is safeguarded by state-of-the-art security technology

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

All communication with our customers is recorded in Parature, so we have a complete history of questions customers have asked, both for our reference and theirs.

Angel Learning

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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