

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.

### PROVIDE INSTANT ACCESS TO CRITICAL DOCUMENTS YOUR CUSTOMERS NEED

Sometimes it takes an image or even a video file to give your customers the complete answers they need. Parature Download™ gets the documents your customers need the most in their hands, whenever they need it:

- Software patches and downloads
- Media and audio and video files
- User manuals
- Purchase contracts
- Sales brochures

A Parature Exclusive! Parature video technology lets you upload and embed customer support videos right in your download center or within knowledgebase articles. There's no better way to enrich your customers' self-service experience than with high impact video that shows step-by-step instruction.

You can track and report on the download activity of your end users. See the most popular downloads at any time, and adjust your support accordingly.

### EASY SET UP AND SEARCHING

With Parature Download, organizing and managing even thousands of documents is streamlined. You can set up an unlimited number of customizable folders. And searching is easy with full search capabilities including natural language, Boolean, and keyword search.

### GET THE RIGHT DOCUMENTS IN THE RIGHT HANDS

Establish permission levels for your downloadable files to ensure users have access to the appropriate document. You can create End User License Agreements so that your customers are automatically prompted to accept the agreement before downloading the file. You can also associate products to files to limit end user access to just the information pertaining to the products they own.



### BENEFITS AND FEATURES

- ✓ Save time managing document distribution
- ✓ Ensure more timely communication with customers
- ✓ Maintain a better handle on customer satisfaction — proactively address issues and capitalize on trends
- ✓ Serve more customers faster
- ✓ Increase customer retention and loyalty
- ✓ SaaS delivery gets you up and running fast, easy
- ✓ Attach any file to a knowledgebase article or ticket including Windows Media, QuickTime, PDF, ZIP, drivers and more

## TRACK DOWNLOAD HISTORY

Better plan future content and organization of the download center. Download metrics provide the intelligence you need. For instance, see how many times a file has been downloaded, when it was downloaded, and by whom.

**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](http://www.parature.com) or follow [@parature](https://twitter.com/parature) on Twitter.

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