

With more than 400 million members, Facebook has evolved beyond 'just a social networking site' to one of the Web's most dominant customer communities. Companies of all types and sizes from technology giants to busy gaming destinations are building sizeable fan bases there, with pages designed to create rich, unique, and personalized experiences.

In fact, the Facebook page is rapidly becoming the must-have, go-to destination for conversation, community, collaboration; *relationship building*.

Parature for Facebook enables you to easily *be where your customers are*; engage in their conversations — *they are having them with or without you* — and deliver quality support on your company's Facebook page, leveraging the same proven Parature software that you know and trust. What's more, from the moment you install Parature for Facebook, you'll be able to monitor Facebook wall conversations, posts and comments in real time, gaining a whole new level of customer visibility and engagement. In fact, other departments throughout the company beyond your customer support team can use Parature for Facebook to monitor pages, from HR and Recruiting to Product Management and Marketing.

Facebook page administrators can enable your followers to search your knowledgebase, submit tickets to and chat with customer service agents — all direct from Facebook using Parature Chat, Ticket and Knowledgebase. And your customers can even share their service experiences with their own Facebook friends.

Industry-leading, Parature Customer Service™ software for Facebook provides customer service organizations with a comprehensive, multi-channel way to be where their customers are, and meet the growing expectations of a new generation of Web-savvy, community-minded customers.

Parature is committed to enabling organizations to better serve, support, engage with and retain their customers via the Web, **wherever they are**. As social networks go mainstream, Parature will be there, helping customer relationships thrive.



BENEFITS AND FEATURES

- ✓ Efficiently monitor all Facebook wall posts and comments in real time — automatically take immediate action, route and assign issues that would otherwise be unmanageable
- ✓ Monitor, listen and engage with your customers on your Facebook page. Multiple departments, including HR and Marketing, can monitor posts and take immediate action
- ✓ Provide immediate support — allow customers to find an answer or ask a question
- ✓ Increase customer retention and loyalty — provide a consistent level of service to your customers *wherever they are* — on your support center or your Facebook page
- ✓ Improve overall community sentiment — enable your community to share their service experiences with their Facebook friends
- ✓ Increase customer response times
- ✓ Enable any number of page administrators to monitor pages
- ✓ Integrates seamlessly with Parature Customer Service™ software
- ✓ Easily installs on your Facebook page in just minutes

Installs Quickly and Easily on Any Facebook Page

In just a few steps your Facebook page administrator will be able to setup Parature for Facebook on any page you want to monitor. The administrator will then be able to pick the support channel options you want to deploy including Parature Ticket, Chat or Knowledgebase.

Already a Parature customer? Contact your Parature account manager to learn more. Not yet a Parature customer, visit www.parature.com/facebook.

Here's How It Works:

Real-time Facebook Wall Monitoring for Quick Customer Response

Your customer posts to your company's Facebook wall with keywords you're tracking. Via the 'Facebook Wall Monitor' all relevant posts and comments with that keyword are read from the wall and sent to your Parature Service Desk as a ticket, with the Facebook customer name listed right on the ticket. Without leaving Parature, your representative is now able to easily monitor and respond to the otherwise unmanageable wall posts and comments.

Knowledgebase Search Right from Facebook

Your customer visits your page to complain about or discuss a service problem and sees an option to 'Find an Answer'. The customer enters a search term and without ever having to leave Facebook receives the relevant answers right from your knowledgebase. If the question still hasn't been answered, the customer simply submits a ticket via 'Ask a Question' for resolution, and can even view ticket updates.

Live Chat Direct from Your Page

A customer visits your Facebook page to discuss a service problem or issue or to ask a question. They see an option to 'Chat with an Agent' right from your page. A representative responds to and chats with the Facebook user via Parature Chat.

Spreading the Good Word: A Win-Win

Your customer submits a ticket and receives support responses from within the Facebook page. It was a positive interaction — and provides relevant information for friends of the user as well. Using 'Share Your Service Experience', the user shares the service experience and ticket with their friends, also posting the result of the interaction to your wall to share answers and solutions.

ABOUT PARATURE

Parature enables organizations to better serve, support, engage with and retain their customers via the Web. Industry-leading, Web-based 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 nearly 20 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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