

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.

TURN SATISFIED CUSTOMERS INTO LOYAL CUSTOMERS

A consistent process for obtaining ongoing customer feedback about the service and support you provide is essential to a solid support strategy. Especially in this era of popular social media channels, customers hold tremendous power to share their negative experiences online, potentially harming your reputation and revenue.

Being proactive with a sound, continuous feedback process that keeps you tuned to the voice of your customer is one of the best ways to protect your good name — and turn satisfied customers into *loyal* customers for life.

Parature Feedback™ provides a fully integrated means for you to easily and efficiently obtain valuable customer feedback from multiple support channels.

THE POWER OF REAL-TIME FEEDBACK

Timing is everything. Obtaining feedback at the moment support is received — upon ticket close or at the end of a chat session, for instance — captures the most relevant and valuable information specific to each support incident. You get immediate visibility into customer satisfaction with each transaction, enabling you to respond in real time to improve satisfaction on the spot.

GAIN BETTER INSIGHT INTO OVERALL CUSTOMER SATISFACTION

With Parature Feedback, customer service teams can view individual feedback history across incidents for one-on-one relationship management, or view aggregated feedback results. In either case, you're able to more promptly deal with and resolve issues.

For instance, at-risk customers need targeted relationship management. Parature Feedback provides the ability to see and reference a customer's previous feedback while active in tickets or chats so your support representatives have visibility into prior issues.

In addition, obtaining feedback within knowledgebase articles or surveys provides even more visibility into customer and account satisfaction through every channel.



BENEFITS AND FEATURES

- ✓ Obtain feedback instantly at the moment support is received
- ✓ Resolve issues promptly in real time
- ✓ Get immediate visibility into customer satisfaction across multiple support channels
- ✓ Better evaluate overall customer and account satisfaction — integrate satisfaction into Service Desk reporting and quality control processes
- ✓ Gauge your support team's performance
- ✓ Use routing rules or Time Sensitive Alerts (TSA) to ensure clients are directed appropriately to account managers or specialized queues based on feedback from their last support interaction
- ✓ Obtain feedback from more customers more frequently
- ✓ SaaS delivery gets you up and running fast and easy
- ✓ Secure. All data is safeguarded by state of the art security technology

DEFINE THE PROCESS FOR MAXIMUM FLEXIBILITY

With **Parature Feedback**, you determine both the presentation and manner of feedback collection for each channel independently. For instance, customize your questionnaires to your precise needs. Create up to five questions, include or exclude a comments field, choose from ratings or yes/no question types, even select from several predefined graphics.

If you choose, you can also require feedback upon every ticket close. A special “anti-nag” feature limits feedback requests to every nth number of questions. And it’s easy to deactivate or reactivate questions as your needs change.

Customer relationships can thrive when customers have the opportunity to provide immediate feedback about their support experience. **Parature Feedback enables support teams to respond to customer feedback in real time, a huge value-add for today’s Web-savvy customers.**

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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