

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.

OPEN THE LINES OF COMMUNICATION FOR YOUR CUSTOMERS

Today more than ever, enabling your customers to interact with each other online, share ideas, find answers, and discuss common issues, is a sure-fire way to grow and maintain a loyal user base. Parature Forum™ helps you build a strong user base by opening up online discussion boards.

With Parature Forum, you provide an open, accessible place for your end users to network and discuss the issues and topics most important to them. And by providing this venue, you'll also discover which topics are most significant, allowing you to create the most relevant, timely support content.

CUSTOMIZABLE SET UP

Create any number of discussion forums to meet the needs of your customers. You can set up an unlimited number of moderated or unmoderated forum categories, each with their own icon. Allow end users to personalize their online profiles as they wish to include email, title, images and even an avatar.

ALERT USERS TO IMPORTANT INFORMATION

Use Parature Forum to make special "broadcast" announcements, create discussions, connect peers and build your community. Highlight discussions of particular interest and receive an automatic email whenever a reply is posted. Even offer nightly or weekly digests to your support team and your customers so everyone can keep up to speed with what's going on.

FACILITATE MODERATION

Discussions can be facilitated to ensure that content is applicable and appropriate to the forum. New posts and replies can be added to the Pending Discussion Queue for approval before posting to public viewing.



BENEFITS AND FEATURES

- ✓ Build a collaborative online community that keeps your customers engaged
- ✓ Deflect unnecessary service requests, reduce overall ticket volume
- ✓ Increase customer retention and loyalty
- ✓ Ensure more timely customer communication and feedback
- ✓ 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

KEEP YOUR USERS INVOLVED AND ENGAGED

A “trust” system lets users assign points to authors’ posts. Participants can build their reputations within a discussion while unhelpful posts can be filtered out if they fall beneath a certain trust level.

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

Our beta program was a huge success using Parature Forum.

The tracked beta cycle in the forum enables us to resolve many more issues prior to a production release, which has led to a higher quality code and less support traffic.

SEVEN Networks

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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