

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.

## EASY ACCESS TO THE ANSWERS YOUR END USERS NEED MOST

Parature Knowledgebase™ is the first go-to spot on the Parature Portal™ for customers to easily help themselves to documentation, answers to frequently-asked questions, product briefs, and all the latest essential information.

This central information repository offers your users 24/7 support, reducing your service requests, improving your support team's efficiency and taking your support services to the next level.

Organize the content any way you wish — you can even invite your end users to get involved by helping to identify the most valuable content.

*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.

## EASY SET UP YOU CONTROL

The easy to learn interface and powerful WYSIWYG Editor allow you to quickly deploy your knowledgebase. Populate your knowledgebase with your top frequently-asked questions, then grow them over time as you add new solutions and product information.

## FLEXIBLE PUBLISHING WORKFLOW AND PERMISSION LEVELS

You can establish the workflow to match your own internal business processes — you decide how you want to process input from internal and external users. Parature's built-in workflow helps you filter suggested support topics and ensure authors follow a standard publishing process.

What's more, you can assign distinct permission levels to single end users, groups of users, and administrators, providing access to just specific content or sections of the knowledgebase. Administrative responsibilities can be granted separately from management functions and content publication, providing further management flexibility.



## BENEFITS AND FEATURES

- ✓ Reduce the number of support requests
- ✓ Reduce issue resolution times and repetitive inquiries
- ✓ Drive down call volume, drive up service and satisfaction
- ✓ Provide immediate, round the clock support
- ✓ Increase customer retention and loyalty
- ✓ SaaS delivery gets you up and running fast, easy
- ✓ Secure — set up your portal to allow public or private access

## EFFECTIVE INTERNAL TRAINING TOOL

The knowledgebase is a powerful training vehicle for new support staff, reducing ramp up time and ensuring more consistent customer answers. It's also a smart way to retain and safeguard knowledge over the long term.

The robust knowledgebase has **freed up our reps** to handle the one-off questions that demand a live person's assistance. We've been able to drive down our volume, while improving the overall level of service we provide.

Matthew Rosenblatt, Manager, Customer Service, CreateHope, Inc.

**Parature Portal™** provides a 24/7 professional, personalized external support presence. Currently more than 2,500 support portals are powered by Parature.

**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:

- Survey and measure customer satisfaction
- Manage individual and group activities
- Allow customers to engage in live chats with support staff
- 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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