

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.

MEETING RISING EXPECTATIONS FOR MOBILE SUPPORT

Mobile applications are in high demand by today's tech-savvy customers who've come to expect full support anytime, anyplace, whenever they need it. Providing access to the Parature Portal™ from customers' iPhone and iPod Touch mobile devices opens a whole new world of service for your customers.

GET YOUR CUSTOMERS MORE ENGAGED

Mobile technology brings tremendous opportunity for people to become more empowered and proactive within their communities, whether it's a college campus, neighborhood or organization.

Parature Mobile provides your customers — students, constituents or consumers — with an easy-to-use, efficient means to report incidents on the spot.

Colleges and universities can encourage students, faculty and staff to be actively engaged in the welfare of their campus by reporting incidents and maintenance issues such as broken lights and vending machines. Government agencies can point constituents and staff on the go to a quick search of the knowledgebase for answers or articles when and where they're needed.

ALL IPHONE FEATURES

Designed to take full advantage of iPhone capabilities, Parature Mobile is touch friendly with graphically-rich features capable of displaying images like maps or rich text content such as relevant articles easily retrieved through a knowledgebase.

A FAMILIAR EXTENSION OF YOUR OWN SUPPORT SITE

You can brand Parature Mobile to have the exact same look and feel as your support portal, making it a quickly recognizable extension of your existing customer support site.



BENEFITS AND FEATURES

- ✓ Resolve issues promptly in real time
- ✓ Provide immediate, anytime anywhere support
- ✓ Get your customers more engaged
- ✓ Increase customer retention and loyalty
- ✓ Increase customer response times
- ✓ SaaS delivery gets you up and running fast and easy
- ✓ Secure. All data is safeguarded by state of the art security technology

FASTER RESPONSE TIMES

Parature Mobile is not only convenient for customers; it can mean significantly faster response times. The 'location capture' feature facilitates quick fixes to open incidents by automatically capturing the GPS location of the customer at the time the incident is reported. Further, customers can easily attach a photo of the problem or issue to the incident report to further expedite response times.

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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