

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.

AN IMMEDIATE, FULLY PERSONALIZED SERVICE PRESENCE

Parature Portal™ provides a 24/7 professional, personalized external support portal that matches your customers' unique needs.

From day one, your portal looks identical to your website, so your customers feel comfortable that they're on familiar ground. You can change the look and feel of your portal to point end users precisely to the information they need.

From the portal, your customers easily access a fully searchable knowledgebase, submit tickets, and even check on ticket status themselves.

Your customers can personalize their "My Support" tab to create, manage and see their own support history. They can even submit feedback about the portal on the spot.

YOU CONTROL ACCESS TO ENSURE THE BEST CUSTOMER EXPERIENCE

With Parature Portal, you can change access to set the level of availability you want. For instance, you can require a login and password before customers can enter your portal, or offer complete public access, it's up to you. Use a pass-through user authentication system to integrate applications, eliminating the need for repetitive logins.



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
- ✓ Increase visibility into customer issues
- ✓ Easily make the portal as simple or as sophisticated as you need
- ✓ Increase customer retention and loyalty
- ✓ SaaS delivery gets you up and running fast, easy
- ✓ Multiple navigation options
- ✓ DNS masking means your support link looks just like a link from your company (Parature is entirely transparent)
- ✓ Multiple self-service tools for all types of customers
- ✓ SaaS delivery means 24/7 access and no software downloads or internal IT help required

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:

- 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

The best part about working with Parature was how **quick and easy** it was to get everything done. It literally took a few days instead of weeks or months to get the new support portal set up to our exact specifications. It worked perfectly, fit our budget, and our staff was comfortable using it in no time.

Jeff Terry, Manager of Information Systems, Roanoke County Schools

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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