

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.

PROVIDE PERSONALIZED PRODUCT-BASED SUPPORT

Parature Product[™] lets you provide the most personalized support based on the specific products your customers have purchased. Automatically filter the content each customer sees on your support portal based on their specific product purchases. Customers can easily register, view and track product details online, anytime, for every product they've purchased.

EASIER PRODUCT TRACKING

Create an unlimited number of configurable fields to track important product information such as cost, delivery dates and maintenance data. Link support tickets with products so you can see exactly which product lines are requiring the most and least amount of support.

STREAMLINE ONLINE PRODUCT REGISTRATION

Allow your customers to register their products online. Then, set up your system to assign a service level agreement (SLA) automatically, and customize the content on your support portal accordingly. Your customers see just the support information pertinent to their product(s), and you ensure customers are making service requests based on their actual product ownership and SLA.

CREATE VALUABLE PRODUCT CATALOGS

Classifying a wealth of product information in one central spot is helpful for many departments across the organization. Create a master list of all products and services sold by the company. Use customized folders to organize the information in the way most meaningful for you.



BENEFITS AND FEATURES

- ✓ Increase customer retention and loyalty
- ✓ Support reps have instant access to all customer product information — by customer, account or product
- ✓ Track customer product ownership from a central location
- ✓ Have the information you need to cross sell and upsell products
- ✓ Easily assign the right Service Level Agreements (SLAs)
- ✓ Reduce overall volume of product-specific support requests — see precisely which products have the highest number of service tickets
- ✓ SaaS delivery gets you up and running fast, easy
- ✓ Secure. All data is safeguarded by state-of-the-art security technology

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

Using Parature Product[™] module, we're able to accurately track products for specific accounts and contacts so we never have to question 'Did they pay for that?'

CIVIC Systems

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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