

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.

GET GREATER INSIGHT ACROSS YOUR ENTIRE SUPPORT PROCESS

Whether you need to gauge the performance of your support team, the value of the content in your knowledgebase, or the overall quality of your products and services Parature Report™ makes it easy.

Sometimes you need a 360 degree view of your organization; other times you need to zero in on specific functions or areas. Either way, Parature Report puts real-time information in your hands to make smart decisions.

MEASURE YOUR EFFECTIVENESS

Get a better reading on the overall support portal usage by your end users. Measure average response times for all your service requests and track the performance of your support representatives at any point in time. Monitor the amount of views and the ratings for articles and downloads you're providing.

You'll have the hard facts you need to improve your support and make adjustments wherever and whenever it's needed.

SMARTER, PROACTIVE PLANNING

By monitoring the activity level for each support module, you can develop and improve support programs that best reflect the needs and preferences of your end users. You can better anticipate and plan for high support volume times by tracking the quantity of ticket submissions daily, weekly, monthly or any time period you choose. You can also ensure your support portal has the right balance of topics by keeping tabs on the amount of articles published.

FULL CUSTOMIZATION

Parature Report lets you build custom ticket reports to meet your precise needs.

- Manage individual and group activities
- Easily export reports to Microsoft Excel™ for more analysis
- Summarize statistics based on specific groupings in the report list view
- Provide management with a two-dimensional matrix view of support data to pinpoint areas with inefficiencies

For Complete Enterprise Business Intelligence for All Your Parature Service and Support Data! PARATURE REPORT™ - PREMIUM



BENEFITS AND FEATURES

- ✓ Have the data you need to cross sell and upsell products
- ✓ Make better, more timely support decisions
- ✓ Provide your executive team with greater insight
- ✓ Have the information and results to conduct better support rep performance reviews
- ✓ Secure. All data is safeguarded by state-of-the-art security technology

Parature Report – Premium, powered by Business Objects, provides even greater in-depth insight into key performance areas with extra tracking, analysis and reporting power.

Fully customized and fully integrated, you'll get valuable intelligence across each and every Parature module to track everything from response times to staff requirements.

The Premium Report Designer lets you customize reporting on trends, growth, performance, and ticket activity.

- Combine results from various support areas into a single report
- Create executive-ready reports and charts
- Evaluate workflow management by accounting for your organization's business hours when reporting on time-based measures for tickets and time-in-status
- Determine how effectively your support team is handling ticket and chat sessions
- Evaluate the number of new accounts, customers, products, or assets your support team is handling — see growth rates for each
- Rank the value of knowledgebase articles — see which areas need content improvements
- See how long each ticket stays in each state of your workflow — and what's behind workflow delays

Parature also provides seamless access to 20+ packaged reports covering ticket workflow, knowledgebase activity, download file history, full customer account information, and a host of other reports. Sample reports include:

- Ticket Aging, Time in Status by Account and Service Level Agreement
- Asset, Customer and Account Growth
- Chat Performance by CSR

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 on Twitter.

v09/10