

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 A READING ON CUSTOMER SATISFACTION ANYTIME

Soliciting customer comments — without disrupting a positive customer experience — is often a tough balancing act. Parature Survey™ lets you easily measure customer satisfaction and keep tabs of quality assurance anytime, while maintaining a quality customer experience start to finish.

With Parature Survey, you can effectively integrate surveys throughout your support process at just the right times. Set up an unlimited number of surveys with different surveys aimed at different products, areas of interest, you name it. For instance, ask for specific feedback when a ticket is resolved or when a customer uses the FAQ portion of your portal.

## ACCELERATE CUSTOMER FEEDBACK

Pre-formatted designs make it easy to quickly create online surveys. An intuitive Design Builder guides you through setting up your survey, adding logos and color schemes to match your company's unique look and feel. Select a multiple question format using a variety of question types, such as checkboxes or radio buttons. You can also easily import existing survey designs, questions, options or distribution settings.

## EASY, FLEXIBLE DISTRIBUTION

Distribute surveys in a number of different formats including links on your website, pop-up surveys, and e-mails. Set up your own customized rules for sending surveys automatically, or establish automatic cut-off dates to end the survey whenever you choose.

## POWERFUL REPORTING

Built-in survey reports let you get instant visibility into responses. You can even share results with your audience. Easily export data to Microsoft Excel™ to evaluate the information in Excel or use an external analysis tool.



## BENEFITS AND FEATURES

- ✓ Increase customer retention and loyalty
- ✓ Ensure more timely customer communication and feedback
- ✓ Have the information you need to cross sell and upsell products
- ✓ Ensure survey data quality by preventing re-submits
- ✓ Includes options to automatically recognize user identification information or offer anonymous surveys
- ✓ SaaS delivery gets you up and running fast, easy
- ✓ Secure. All data is safeguarded by state-of-the-art security technology

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

**Parature Knowledgebase<sup>™</sup>** 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<sup>™</sup>** 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

The feedback we receive about our customers and how they feel about our products or services through Parature Survey<sup>™</sup> is critical to our ability to **cross sell and upsell our products.**

The Weather Channel

## 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<sup>™</sup> 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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