

More and more associations and professional societies are discovering how Parature helps them provide outstanding member service and support. Parature is the only company to provide a complete product that's rapidly deployed and easy to use. **Parature Customer Service™** software works right alongside your AMS as a powerful "module" that zeros in on the key service and support functions so crucial to your membership growth and retention. Your AMS remains the database of record, and with Parature, you streamline and strengthen ongoing member responsiveness and communication across the board.

There's no smarter, more efficient way to serve, support, retain, engage with and maximize the value of every member.

## MEMBER SELF-SERVICE HELPS BOTH YOU AND YOUR MEMBERS

Your upcoming generation of members expect the latest in online member self-service. Parature makes it easy for you to provide them with a straight-forward, unified system that lets them choose how they'd like to receive support. For example, give your members anytime access to answers to frequently-asked questions via an online knowledgebase. You'll lessen the burden of repeat questions, while dramatically improving overall member satisfaction. Or allow your members to engage in live, online question and answer sessions with support representatives.

## EASIER MANAGEMENT OF MEMBER SUPPORT REQUESTS

High email volume from your members can slow your responsiveness and erode member loyalty. We'll help you centralize and manage all inbound emails so you can respond quickly, efficiently, and consistently. No member issues slip through the cracks. Filter, prioritize and route support requests to the appropriate queue.

Parature provides us with the ability to **effectively manage our client and member support requests** and empowers us to provide the level of service our members deserve.

American Institute of Chemical Engineers

## BENEFITS AND FEATURES

- ✓ Increase visibility into member issues
- ✓ Works with your association management software(AMS)
- ✓ Improve the efficiency of support teams
- ✓ Increase member satisfaction
- ✓ Reduce repetitive inquiries
- ✓ Encourage member feedback
- ✓ Efficiently track, manage and respond to member questions
- ✓ Reduce the cost of overall member support
- ✓ Ensure more timely, consistent member communication
- ✓ Maintain a better handle on overall member satisfaction — proactively address issues and capitalize on trends
- ✓ No need for additional hardware, software or IT support

## BETTER VISIBILITY INTO YOUR MEMBERSHIP BASE

Staying in tune with what your members want is critical. Parature helps you keep tabs on member satisfaction with complete survey capabilities that provide a steady stream of valuable feedback — important to marketing future services and expanding your membership base.

Parature also helps you address hot topics proactively. For example, get an instant reading on the top ten member issues at any point in time, so you can make adjustments, and plan your communications most effectively.

## EASY TO USE

Parature provides the only true on-demand 100% customer service software available. As a SaaS (software-as-a-service) provider, we deliver our product suite over the Internet using a secure, scalable application and system architecture that requires no software downloads or internal IT help. We'll take care of everything for you, automatically and securely. A world-class hosting facility enables 99.5% uptime for every Parature customer. All data is safeguarded by state-of-the-art security technology. Best of all, a Parature implementation is rapidly deployed.

## PARATURE CUSTOMERS INCLUDE:

- American Bankruptcy Institute (ABI)
- American Hospital Association (AHA)
- American Institute of Architects (AIA)
- American Institute of Chemical Engineers (AIChE)
- American Legacy Foundation
- American Society for Training and Development (ASTD)
- Automatic Transmission Rebuilders Association (ATRA)
- Photo Marketing Association International (PMA)
- Society of Fire Protection Engineers (SFPE)
- The Humane Society of the United States (HSUS)
- Water Environment Federation (WEF)

## 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](http://www.parature.com) or follow [@parature](https://twitter.com/parature) on Twitter.

v09/10