

Your gamers — especially the up and coming newest generation of players — expect the very best gaming experience from you. Now you can be sure they get the best, most complete online customer service experience that keeps your growing gaming community loyal and coming back for more.

Today's top names in gaming are turning to Parature for top-of-the-line service and support for their players. Parature is the only company to provide a complete product that's rapidly deployed and easy to use. **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.

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 IT help. Best of all, a Parature implementation is measured in days, not weeks or months.

There's no smarter, more efficient way to serve, support, retain, engage with and maximize the value of every player in your gaming community.

Your players' virtual world is always on. Parature's on-demand model keeps you **up and running** — and your players happy — no matter what.

### PROVIDE A COMPLETE SELF-SERVICE SUPPORT CENTER

With Parature, from day one your portal provides a complete, professional 24/7 support presence that matches your unique needs.

From here, your players have immediate access to a robust knowledgebase where gamers can help themselves to tips, tricks and all the latest information.

Your players can easily submit even the most complex problems and track the step by step progress of their trouble tickets right from the Web, without ever having to contact your support people. A complete ticket history is always available for your players to store, reopen, or post comments to resolved tickets.

### BENEFITS AND FEATURES

- ✓ Reduce repetitive inquiries
- ✓ Encourage player feedback and interaction
- ✓ Reduce overall costs
- ✓ Greater visibility into your players
- ✓ Maintain a better handle on overall gamer satisfaction — stay on top of trends
- ✓ SaaS delivery for 24/7 access — no need for additional hardware, software or IT support
- ✓ World-class hosting facility enables 99.5% uptime for every Parature customer. All data is safeguarded by state-of-the-art security technology

## REDUCE EMAILS AND REPETITIVE QUESTIONS

High email volume from your players can slow the action for your gamers and your organization as a whole. We'll help you centralize and manage all email communications, so you can respond quickly and efficiently. And as you build your robust knowledgebase that lets players find answers themselves, your players spend more time playing. And your support team spends less time answering repetitive questions.

## GREATER CONTROL AND FLEXIBILITY

Adherence to your Code of Conduct is crucial to keeping your gaming enthusiasts safe and engaged. Automatic incident tracking lets you use player history to track incidents, create reports and even initiate disciplinary procedures when necessary.

You can also analyze important player trends around support. For instance, get a handle on the top ten support issues, so you can be more proactive.

Parature lets you determine the most effective ways to strengthen and grow your player retention efforts. For instance, set up different tiers of support based on your own business rules, such as player status. The flexibility is yours.

## GET ONGOING PLAYER FEEDBACK

Staying in tune with what your players want is critical. Parature helps you keep tabs on player satisfaction with complete survey capabilities that provide a steady stream of valuable feedback — important to cross selling and upselling future products and expanding your audience.

## BETTER MANAGE YOUR SUPPORT WORKLOAD

With Parature, you can be smart about how you use your internal support resources. Monitor individual customer service rep performance, keep track of peak times, and better manage the entire workload.

## 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.

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