

When it comes to providing service, agencies face a multitude of challenges. Rising constituent expectations. A growing volume of interactions. Pressures to increase business through online channels. Expanding service mandates to fulfill. Shrinking resources, tight staffing, and even tighter budgets.

What's more, nowhere is the need to support large scale numbers of constituents (often tens of millions) more important. Government agencies are relied on to support people around the world performing mission critical work.

Delivering truly outstanding service to your constituents while containing costs — doing more with less — is a complex balancing act for any agency.

Today, more agencies at every level of government are turning to Parature for efficient, effective service and support for their constituents that doesn't force compromises between quality and cost.

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.

As a SaaS 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.

There's no smarter, more cost effective way to serve and support every constituent.

In fact, Parature is at work helping organizations in both the public and private sector support more than 16 million end users worldwide every day.

PROVIDE A COMPLETE SELF-SERVICE SUPPORT CENTER WHILE LOWERING OVERALL COSTS

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

Together Parature and ARH help agencies better serve the needs of constituents, from the individual citizen to businesses, with a simple, cost effective way to provide direct, anytime anyplace access to the answers they need. It's a win win for the agency and the constituents they serve.

Rodney Hopfe, President — ARH

BENEFITS AND FEATURES

- ✓ Provide real-time, anywhere anytime support for constituents, employees, citizens, soldiers, business — anyone who relies on accurate, consistent information from your agency
- ✓ Cost avoidance. Reduce operational costs, save time and money by reducing inbound emails while improving service levels
- ✓ Preserve valuable agency knowledge and information in one central place
- ✓ Be more proactive and strategic about driving constituent satisfaction
- ✓ Reduce repetitive inquiries and increase overall operational efficiency
- ✓ Improve satisfaction levels and achieve faster resolution times
- ✓ Ensure 24/7 access to consistent, accurate up-to-date answers online
- ✓ SaaS delivery — no need for additional hardware, software or IT support
- ✓ Safeguarded by secure world-class hosting facility

From here, your constituents have immediate access to a robust knowledgebase where they can help themselves anytime to a variety of information — frequently-asked questions, glossaries, regulations, or the latest policy and procedure documents, manuals or downloads.

Not only is the knowledgebase an invaluable resource for your constituents; it's an ideal way to retain and fully leverage your agency's valuable institutional knowledge and expertise, ensuring continuity through staff turnover and retirement. It's also an excellent go-to resource for agency staff who need to quickly access the latest policy information.

Your constituents can easily submit even the most complex issues and track the step by step progress of their tickets right from the Web, without every having to contact your service representatives. A complete ticket history is always available for your constituents to store, reopen or post comments to resolved tickets.

REDUCE EMAILS, CALL VOLUME AND REPETITIVE QUESTIONS

High inbound call volume and emails from your constituents can make it difficult to keep pace. We'll help you centralize and manage all email communications, so you can respond more quickly and efficiently, reducing issue resolution times.

And as you build your robust knowledgebase that lets your constituents easily find answers themselves to routine questions, your service representatives are free to handle more of the 'one off' issues that require live personal assistance.

GAIN MORE VISIBILITY INTO ISSUES AND TRENDS

With Parature, you can get both high level and detailed views into all your service activities.

Business Objects reporting offers extra analysis and reporting power to track everything from response times to staff requirements. You can also analyze important constituent trends that help you determine the most effective ways to strengthen and streamline your support.

GET CONSTITUENT FEEDBACK FOR BETTER MANAGEMENT DECISIONS

Staying in tune with what your constituents expect is critical. Parature helps you keep tabs on user satisfaction with capabilities that provide a steady stream of valuable feedback — important to maintaining excellent support standards while holding the line on cost.

OPTIMIZE YOUR RESOURCES

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

ABOUT ARH

ARH (www.arh8a.com) is a Parature Premiere Partner offering Parature software and services through SBA 8(a), GSA Schedule #GS-35F-0119U and SEWP IV contracts. ARH provides federal, state and local government clients with a wide range of IT solutions including CRM. ARH received its 8(a) certification from the Small Business Administration in 2006. Clients include Environmental Protection Agency, Federal Reserve Bank, NASA, Departments of Agriculture, Defense, Education, Energy, State, Transportation, Treasury, Veterans Affairs and Housing and Urban Development.

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.

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