

Your customers expect the very best online, interactive experience from you. Now you can be sure they get the best, most complete online customer service experience that keeps your growing community loyal and coming back for more.

Today's top names in interactive media are turning to Parature for top-of-the-line service and support for their customers. 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 person in your community.

Your highly interactive world is always on. Parature's on-demand model keeps you **up and running** — and your users happy — anytime, anyplace.

BENEFITS AND FEATURES

- ✓ Reduce repetitive inquiries
- ✓ Encourage feedback and interaction
- ✓ Reduce overall costs
- ✓ Greater visibility into your entire community
- ✓ Maintain a better handle on overall 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

PROVIDE A COMPLETE SELF-SERVICE SUPPORT CENTER

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

From here, your users have immediate access to an extensive knowledgebase where they can help themselves to tips, updates, downloads and all the latest information.

Your users 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 team. A complete ticket history is always available for your customers to store, reopen, or post comments to resolved tickets.

REDUCE EMAILS AND REPETITIVE QUESTIONS

High email volume from your community can slow the action for your customers 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 users find answers themselves, they spend more time engaged. And your support team spends a lot less time answering repetitive questions.

GREATER CONTROL AND FLEXIBILITY

The ability to send fast, automated responses to commonly-asked questions improves your overall customer communications and saves staff time. With Parature, the email response is sent, and the ticket can be closed for you automatically.

You can also analyze important user 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 retention efforts. For instance, set up different tiers of support based on your own business rules. The flexibility is yours.

GET ONGOING CUSTOMER FEEDBACK

Staying in tune with what your customers want is critical. Parature helps you keep tabs on 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.

PROVIDE ON THE SPOT, ONE ON ONE ASSISTANCE WITH CHAT

With Parature, you can engage in live chats direct with your customers anytime, anyplace. Seamlessly integrated right into your support portal, Parature Chat™ even lets you send information such as articles from your knowledgebase, Web pages, or other files during the chat to supplement your discussion.

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 to be sure you're meeting your service level agreements and keep track of peak user times to 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 or follow [@parature](https://twitter.com/parature) on Twitter.

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