

Your customers — especially the up and coming newest generation of highly Web-savvy users — expect the very best customer support experience from you. Efficient, timely communication with your customers can't be compromised.

Today's top names in manufacturing organizations 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 customer.

With Parature, we have been able to reduce the issue resolution time by **50%** and we reduced the amount of calls to our support center by **80%**. This has helped us lower support costs, enable more efficient handling of trouble tickets, and require fewer support reps going forward.

Customer Support Manager, ExtendMedia

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 customers have immediate access to a robust knowledgebase where they can help themselves to a variety of information — best practices, frequently-asked questions, glossaries, and the latest product documentation, manuals or downloads.

BENEFITS AND FEATURES

- ✓ Be more proactive and strategic about driving customer satisfaction
- ✓ Reduce issue resolution times and repetitive inquiries
- ✓ Drive down call/email volume while improving overall level of service
- ✓ Speed the process of tracking and resolving issues
- ✓ Raise the productivity of customer service representatives and reduce agent load
- ✓ Encourage feedback and interaction
- ✓ Reduce overall costs
- ✓ Maintain a better handle on overall customer 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

Your customers 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 customers takes time away from providing more high value services. 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 customers find answers themselves, your support team is freed up to handle more of the "one off" questions and issues that demand live assistance.

REPORTS PROVIDE VISIBILITY INTO ISSUES AND TRENDS

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

Business Objects reporting offers extra tracking, analysis and reporting power to track everything from response times to staff requirements. You can also analyze important customer 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 customer satisfaction with complete survey capabilities that provide a steady stream of valuable feedback — important to developing new products, cross selling and upselling future products, and expanding your customer base.

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 and productivity, 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 or follow [@parature](https://twitter.com/parature) on Twitter.

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