

# Corporate Fact Sheet



## PARATURE AT A GLANCE

### FOUNDED

2000

### STATUS

Privately held

### HEADQUARTERS

Vienna, VA

### CUSTOMERS

10 million end users globally. Serving customers in a wide range of industries including associations, banking/financial, communications, education, entertainment, gaming/interactive media, healthcare, retail, technology, and government

### FLAGSHIP PRODUCT

Parature Customer Service™

### LEADERSHIP

Duke Chung, CEO and President

### GROWTH

Industry leading 98% customer retention rate. Growing 100% year over year.

Organizations today face mounting pressures to deliver better customer support while decreasing costs.

Parature provides the smartest, most efficient way to serve, support, retain, engage with and maximize the value of every customer. Our software-as-a-service (SaaS) delivery and integrated, intuitive design enable organizations to get up and running quickly, easily and efficiently.

Parature is the only company dedicated solely to on-demand customer service and support software.

- ✓ Increase visibility into customer issues
- ✓ Reduce issue resolution times and repetitive inquiries
- ✓ Drive down call volume, drive up service and satisfaction
- ✓ Encourage customer feedback
- ✓ Ensure more timely communication with customers
- ✓ Keep tabs on everything from emails and chats to phone calls and Web forms
- ✓ Maintain a better handle on customer satisfaction – proactively address issues and capitalize on trends

## PRODUCTS

Parature is the only company to provide a complete, out of the box product that's rapidly deployed and easy to use. **Parature Customer Service™** software integrates the customer portal, knowledgebase and ticketing in one dynamic, tightly unified system that manages all your support needs.

**Parature Portal™** provides a 24/7 professional, personalized external support presence. Currently more than 2,500 support portals are powered by Parature.

**Parature Knowledgebase™** is the first go-to spot on the portal for customers to easily help themselves to documentation, answers to frequently-asked questions, product briefs, and all the latest information.

**Parature Ticket™** is a world-class lifecycle ticket management system for easy tracking, routing and resolution. More than one million support tickets are processed every month via Parature.

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## A Full Range of Modules

A comprehensive range of modules are all designed to strengthen customer retention:

- ✓ Survey and measure customer satisfaction
- ✓ Manage individual and group activities
- ✓ Allow customers to engage in live chats with support representatives
- ✓ Provide personalized product specific support to every customer
- ✓ Create online discussion boards

## CUSTOMERS

Parature meets the needs of organizations worldwide, including associations, leading educational institutions, technology companies, and diverse industries from gaming/interactive media & entertainment, healthcare and banking/financial to retail, communications, and government.

## TECHNOLOGY

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.

## INDUSTRY AWARDS AND RECOGNITION

Most recent awards and recognition include:

- ✓ 2007 Product of the Year Award from *Customer Interaction Solutions* magazine
- ✓ Inc. 5000 List of Fastest Growing Private Companies in America
- ✓ *Washington Business Journal's* list of Best Places to Work for past three consecutive years
- ✓ *The Washingtonian* Magazine's Great Places to Work
- ✓ Software Magazine's Software 500
- ✓ Northern Virginia Technology Council Hot Ticket Award
- ✓ *SmartCEO* Future 50

## MEDIA CONTACT

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