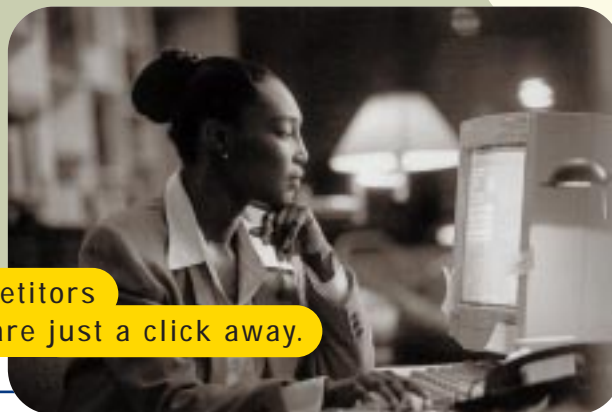


## WEBCENTER EXPRESS

### Web-Based Customer Service for the Information Age

> **When customers using your website have a question, where can they go to get help?**

If site visitors get confused, your competitors are just a click away.



#### Put Assistance Where Your Customers Are

According to the Harvard Business Review, 68% of customers who defect to other providers do so due to poor service. Providing an easy way for online customers to get assistance keeps them on your website, focused on finding data or making a purchase. No company would ask a customer visiting their store to send a letter or phone for more information: forcing customers to send an email or disconnect from the internet.

#### Online Service for Online Customers

WebCenter Express allows your company to deliver service and support to online customers. With a powerful suite of integrated self help and live help capabilities, WebCenter allows customers to search for information and get assistance without leaving your company's website or interrupting the sales cycle. WebCenter Express gives customers what they really want: real-time answers at Internet speed.

#### Help Customers to Help Themselves

When your website's customer service is powered by WebCenter Express, online service is easy to find. Easy-to-recognize links connect customers instantly to the WebCenter portion of your site. Once logged in, customers can use the Self Help Library to search for information or visit the Customer Forum to participate in user-driven discussions. If customers do not find what they need through self help, they have the option to escalate to live help in order to communicate directly with a customer service representative.

#### Stand Apart In the Marketplace

- > Set your company apart from the competition with cutting-edge customer service.
- > Realize immediate benefits: shrinkwrapped solution is cost-effective and easy to implement. Get up and running in just days.
- > Give your customers a better way to communicate—without ever leaving your company's website.
- > Save money and increase productivity by freeing agents from routine queries.
- > Exploit the inherent capabilities of web-based communication with agent multitasking, robust "show and tell" capabilities, and intelligent query routing.
- > Deliver service to users of all experience levels: intuitive user interface is firewall-friendly and cross-platform, no customer download required.
- > Maximize the revenue potential from each customer contact through cross-selling opportunities delivered in a multimedia environment.
- > Support your business model requirements today and into the future with WebCenter Express' extensible architecture and planned upgrade path.

FORRESTER RESEARCH ESTIMATES THAT DURING THE COURSE OF A THREE-YEAR ROLLOUT, INTERNET-BASED CUSTOMER SERVICE CAN REDUCE THE COST PER CUSTOMER CONTACT BY 43% AND ALLOW THE COMPANY TO PROVIDE THE SAME LEVEL OF SERVICE WITH 12.5% FEWER STAFFERS.

