

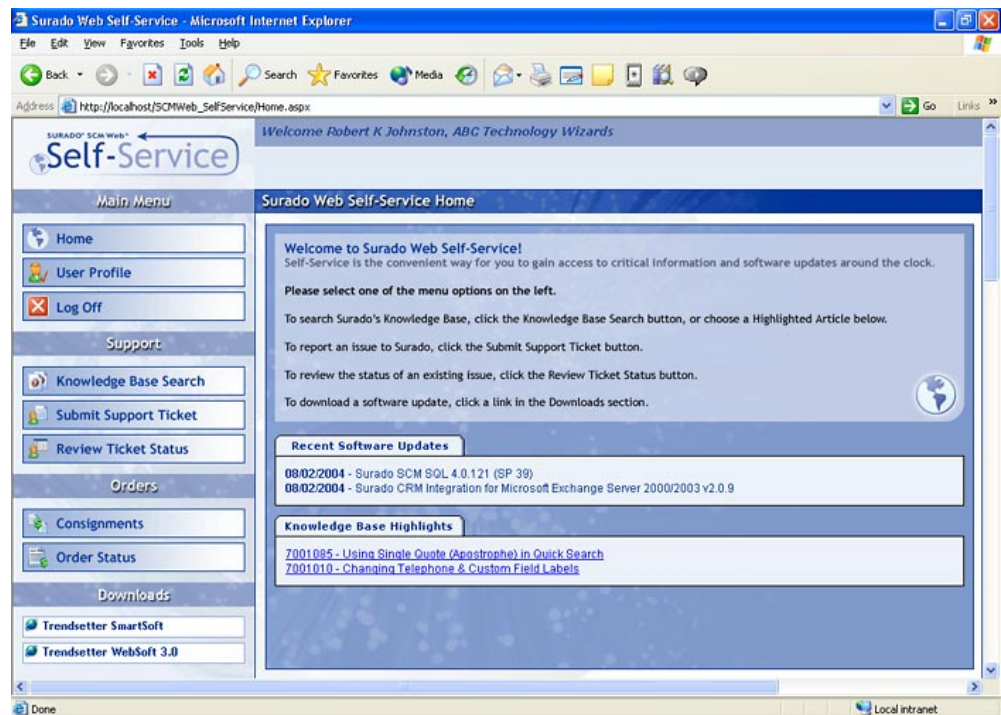
Overview

Surado Web Self-Service module is a product option that extends the use of Surado CRM by enabling companies to provide Web based self-service options to their clients. Based on Microsoft's .NET technology, SCM Web Self-Service module is tightly integrated with our CRM solutions, helping to provide a better customer service experience while reducing costs.

Surado's Web Self-Service module is not designed to replace traditional support but rather to address repetitive issues around the clock as well as to provide the growing number of sophisticated Internet users with the ability to resolve issues without having to wait for traditional support. Surado chose to develop the application using Microsoft's .NET technology because of its far reaching potential of being able to integrate other applications through .NET's common XML-based platform.

Benefits Include:

- Reduce Customer Service Overhead
- Provide your Customer 24x7 access to their Account Information
- Use Web Self-Service as a Customer Login Portal for all "Customer Only" web pages
- Allow Customers to access FAQs and Knowledgebase anytime
- Allow Customer to update their Account Profile
- Customer can view the status of their order without having to call Customer Service
- Empower your Reps to provide Customers selective Access to Web Self-Service based on need



Return on Investment

Research firm Gartner (NYSE: IT) recently reported that a customer inquiry handled by a sales representative over the phone costs nine times more than one handled automatically via a self-service application, averaging US \$4.50 as compared to 50 cents. Meta Group (Nasdaq: METG) has estimated the average return on investment from a self-service application six months after implementation is 47 percent.

Self-Service can be
Customized
 for each **Client**

Key Features:

- Provides clients with Internet Knowledge Base search for self-service support resolutions. Knowledge Base document assignments may include file attachments and may be published by Customer Knowledge Base Manager using Surado CRM Customer Support Module.
- Provides clients with FAQ lookup by categories.
- Web Tickets allow clients to submit and review status of Support Tickets via the Internet.
- Client self-service will reduce customer support costs while allowing for quick and easy download of support documents.
- Web Tickets reduce manual "cut and paste" of e-mail ticket submissions. Tickets are automatically created and assigned. Based on Customer Support rules, including those set up as Standard Problems, tickets may also be automatically resolved and the client notified.
- Customization options will allow customers to dynamically link to other web services without and programming.
- Ability to manage user identity for secure access to self-service features via login name and pass code assignments through client contact record.
- Content access to Web Self-Service can be customized for each client through the contact record.



Ability to Manage
user **Identity** for
Secured access

ABOUT SURADO

Surado Solutions, Inc., founded in 1995, is a privately held company that provides a full spectrum of Customer Relationship Management (CRM) products and services.

As an emerging innovator in CRM software, Surado is committed to providing powerful, versatile and sensible solutions that help companies know their customers and keep them for life. Surado's CRM Solutions help organizations increase sales, build customer loyalty and reduce costs while providing better customer service.

Our CRM solutions serve a wide range of vertical markets including financial services, healthcare, government, technology and manufacturing.

MORE INFORMATION

WWW.SURADOCRM.COM

All product names and service names referenced herein are trademarks or service marks of their respective companies.

For more information, availability and pricing on Surado Web Self-Service, call **1.800.478.7236**.