

CustomAnswers provides a web based CRM solution to centralize, track and manage all customer support needs.



**Customers include:**



**Increase Productivity**

- ✓ Single tool to collect, manage, and report
- ✓ Less call handling / document routing
- ✓ Immediate access to information
- ✓ Consistent service delivery
- ✓ Consistent, staff independent library of knowledge

**Easy to configure – easy to use**

- ✓ Intuitive Configuration
- ✓ Up in Days – Not months
- ✓ 100% Customizable
- ✓ Free Support & Maintenance – Unlimited access to Customer Support Specialist

CustomAnswers CRM software manages :

**Information:**

To answer customers questions quickly by

- showing top questions
- providing question search capability
- functionality for question to be asked, responded to and tracked within the system

New answers can be added to the knowledgebase at any time.

**Service:**

- To capture, route, manage, search and report on all service requests from inception through completion.
- Generate and track work orders, assign tasks and escalate issues.

**CustomAnswers Value Proposition:**

- Hosted Application - No hardware or software required
- Easy Implementation - Intuitive configuration
- Deployment in stages - Department by department
- Unlimited storage and traffic

**The Benefits Are Real**

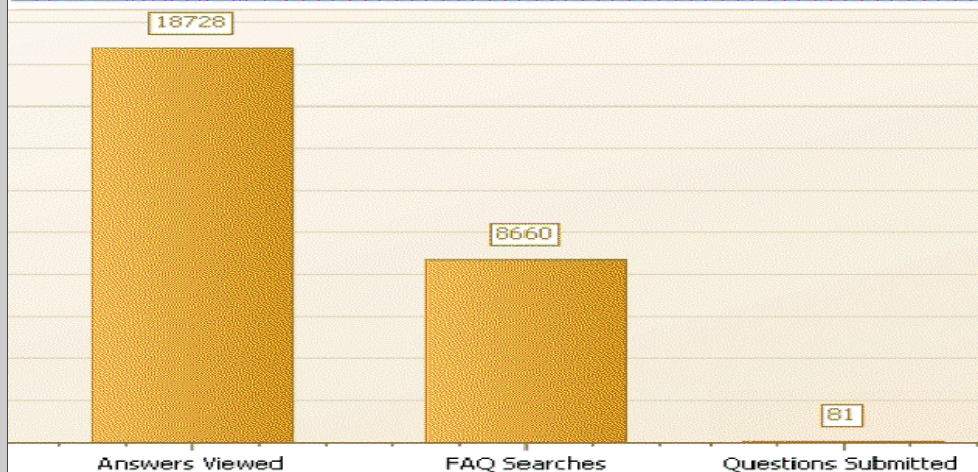
Case study from actual customer data over 1 year:

**18,728** viewed answers  
**8,660** FAQ searches  
**81** questions asked

According to Gartner's, it costs \$4.50 to answer a phone call or \$4.00 to respond to an email.

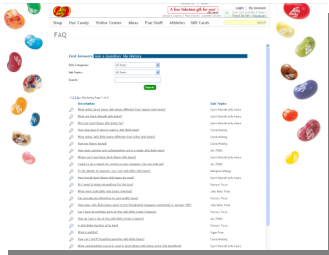
**Over \$ 50,000.00 saved every year !**

**System Activity**



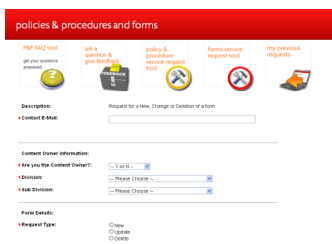
# Key Features

- Allows each department to manage all its functions according to its needs
- Centralizes the search for customers records and information
- Records all customers interactions with your organization
- 100% look-&-feel customization



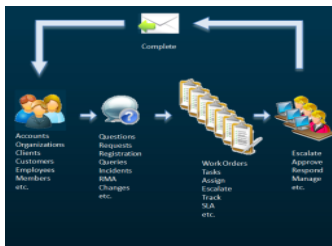
## FAQ/Knowledge Base

- Flexibility to define exactly what information needs to be presented
- Opportunity to provide customers with Advanced Search algorithm
- Provide customer service staff with a library of customizable preset responses



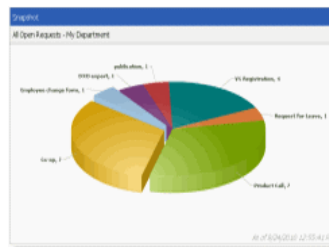
## Requests/Registration

- Allow customers to ask a general question
- Option to create as many electronic forms as needed
- Secure private portal
- Reduce number of requests by providing suggested answers



## Messages/Notifications/Workflow

- Personalized email confirmation and staff notifications
- Automated request assignment to department or support agents
- Manage customer data, escalate for approval
- Add tasks and activities as needed throughout the review process



## Custom Report Tool

- Access to a variety of standard reports
- Ability to create unlimited customized reports
- Edit existing reports at any time
- Schedule reports for automatic delivery
- Select output in xls, csv, pdf, html formats



## Implementation and support

- Implemented in a few days
- Unlimited support and access to expert staff
- Online support portal
- Unlimited training as needed

**About CustomAnswers:** CustomAnswers is one of the country's leading providers of Customer Relationship Management Systems. Since 2001 CustomAnswers (formerly CustomFAQs) CRM software has been providing a full suite of tools to service and support customers, citizens, employees and students online. Powerful, flexible, customizable and affordable, it includes the following modules: FAQ/Knowledge Base, ticket tracking and service requests, email management, and more.

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