

## CLARIFY eSUPPORT WEB-BASED CUSTOMER SELF-SERVICE

Analysts predict that by 2001, at least 25 percent of all customer contact will be via email and the Web, including a growing number of service and support requests. With Clarify eSupport, you can capitalize on this trend by creating a self-service solution that provides your customers with a variety of support tools and resources. Not only are customers allowed to take charge of their support experience, but the solution is integrated with your existing support or call center operations, which allows you to retain all metric and trend data normally gathered by agents.

Using Clarify eSupport, customers can easily create new service requests, enter service details, locate and track progress of open service requests, and view solutions. Clarify eSupport also proactively notifies customers of important events via email, acknowledging receipt of service requests and informing customers of update or resolution.

### Innovative Features and Functionality

Clarify eSupport's innovative features, including the Clarify Customer Portal, and the Clarify eSupport Self-Service Application, seamlessly links to knowledge domains, "CallMe" and "Web Chat". This allows you to create a self-service center that goes far beyond your customers' expectations. The solution's screens, flows, and data presentation are all designed to make it easy and convenient for customers to use, and all actions are recorded and visible using Clarify eFrontOffice desktop clients.

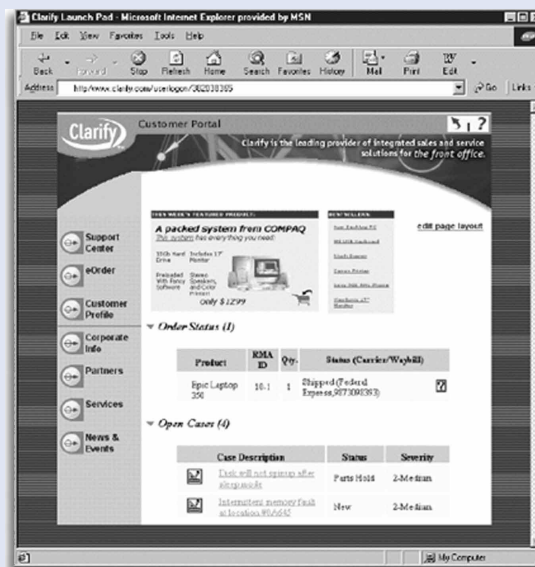


Figure 1: The personalized Clarify Customer Portal.

### Clarify Customer Portal

This customizable portal contains comprehensive, on-line information about your company. Intelligent personalization is included, so that text, advertisements, and up-sell options can be enabled based on individual customer profiles or buying habits. The Customer Portal includes a secure login mechanism that ensures only known and/or qualified customers can gain access to privileged information.

When a customer logs in, the portal presents them with a personalized screen that includes direct links to points of interest, such as all orders, support cases, literature requests, reported bugs, etc. Customers can drill down into any Clarify workflow object for more detail, link to your customer support center, browse a library of product information, or access Clarify eOrder for placing orders and order inquiries.

For companies that want to expand the support portal's capabilities, a number of add-on options are available, including:

- A toolkit that enables you to display customer cases and orders.
- A toolkit that enables users to access a variety of non-support-related items, including personalized horoscopes, weather reports, stock quotes, news headlines, etc., from alternate Internet sources.
- Personalized settings capabilities that allow customers to select which widgets to display, and in what order.
- Up-sell and cross-sell messaging based on customer profiles.
- A toolkit for creating additional frames with data from your corporate back office system, or any other application of use to customers.

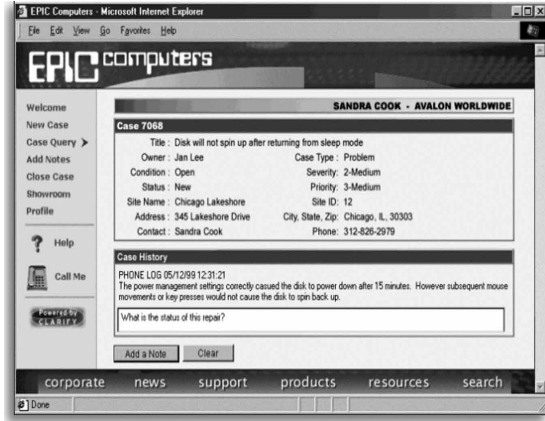


Figure 2: A link from the customer Portal accesses Clarify's eSupport for customer self-service.

Using CallMe, you can capture where on your Web site a customer is at the time a call is placed. Clarify eFrontOffice supports a live link, so that a call center agent can see the status of the buying process, including configuration selections. This prevents the customer from having to repeat product or configuration selections. Regardless of where a customer transaction begins, or in what channel it is completed, there is 100 percent accountability throughout the life cycle of the interaction.

### eSupport Self-Service Application

This self-service link from the Customer Portal provides your customers with complete access to your support organization and knowledge base.

By using the Clarify Self-Service Application, customers can:

- Open a case with support
- Add an attachment to a case
- Browse open support cases
- Add notes to any support case
- Close an open support case they may have resolved on their own
- Perform queries to find open or closed cases for themselves, or for others from their company
- Browse and update customer profile information, including preferred method of contact
- Search the solution knowledge base, including any attachments on solutions

### Seamless Links to Knowledge Domains

Customers who choose to implement a knowledge management solution from Primus Knowledge Solutions, Inc., or ServiceWare, Inc., may seamlessly link their knowledge domains to Clarify eSupport.

### Web CallMe

Surveys show that 65 percent of transactions that begin on the Web are completed using another channel, primarily by phoning the call center. Clarify eSupport includes a CallMe control that can be placed on any customer Web page. When a customer activates CallMe, the Clarify Routing Engine is invoked so the next available agent can be notified, and a screen pop is performed with the customer's information.

### Web Chat

A Web Chat tool kit further opens the communication lines between customers and the call center. Web Chat enables customers who don't have a second phone line to carry on a conversation with a call center agent without having to disconnect from the Web.

When the customer selects Chat, the Routing Engine identifies an available agent, who initiates the session. Chat controls are included in the Clarify desktop client so agents can send and receive messages to the customer, answer questions, or point them to a specific URL for more information. If more assistance is needed, the agent can log a support case, or other Clarify workflow object.

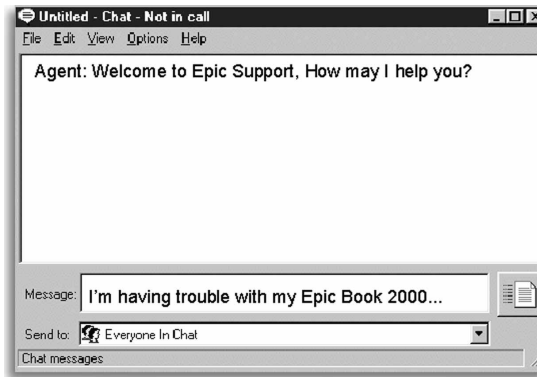


Figure 3: The Web Chat feature allows single phone line users to communicate with a call center agent without having to disconnect from the web.

Web Chat can be used in tandem with the Clarify Script Manager. This allows call center agents to guide customers to existing script dialogs, minimizes typing for agents, and enables the call center to maintain a standard, consistent corporate voice. The entire chat conversation is captured for historical reference or for analytics.

### **Part of the Clarify eBusiness Framework**

Clarify eSupport is part of the Clarify eBusiness Framework, a set of software applications that enable and manage personalized interactions with customers and business partners over the Internet.

Based on Clarify's Business Object architecture, the Clarify eBusiness Framework provides companies with a highly scalable and extensible platform to expand their sales and service channels to the Web, lower their cost of doing business, and create compelling competitive advantage.

Since Clarify eSupport is built on the Clarify eBusiness Framework, emails, WebChat requests, and CallMe requests can be routed based on agent availability, as well as employee skills or knowledge. This prevents customers from being bounced around a support or call center trying to locate the most qualified person to speak to.

Unlike most point solutions that exist today, the Clarify eBusiness Framework provides an integrated extension of customer relationship management over the Internet, which enables sales, marketing and service organizations to consistently dazzle their most profitable customers, regardless of the method of interaction.

## **About Clarify Inc.**

Clarify is a global provider of enterprise solutions for managing customer relationships in companies across virtually every industry. Clarify eFrontOffice combines customer relationship management, Internet relationship management and e-business capabilities in a single solution allowing companies to quickly deploy e-business sales and service initiatives. Clarify pioneered the first integrated suite of front office applications that personalize every customer interaction, increase loyalty, and maximize relationships at significantly reduced costs. For more information about Clarify products and services, please call +1 888 252 7439 (United States and Canada). For all other areas, please contact the sales office nearest you, or visit us on the Web at [www.clarify.com](http://www.clarify.com).

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