

SERVICETrax™

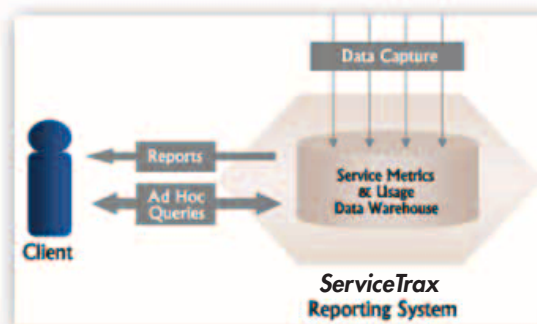
ServiceTrax™ is the **trustedanswer™** system for tracking and reporting on all aspects of customer support, so you know what is happening at all times. Information includes who your end users are, problems they are having using your service or product, effectiveness of the support being provided, and the usage profile of how support is being delivered

Each support incident is captured, and new information is used to update the knowledge bases. *Because our contact center is completely integrated, all support contact, regardless of method, can be captured for reporting.* Queues and histories can be managed together, across all types of contact, based on your business rules, service level agreements, and escalation procedures. Sophisticated reporting capabilities then provide valuable customer usage data that can help you increase sales and improve service and customer satisfaction.

“... valuable customer data can help you increase sales and improve service and customer satisfaction.”



The **ServiceTrax** name comes literally from recording and reporting on the *tracks* left by your customers or end users as they obtain *customer service* from **trustedanswer**. One of the key advantages of web-based support is the ability to know exactly what your customers are doing in real time, and then recording that information to create a wealth of knowledge about your customers and their usage of your products or services. The understanding that comes from this is the first step in creating a real business advantage.



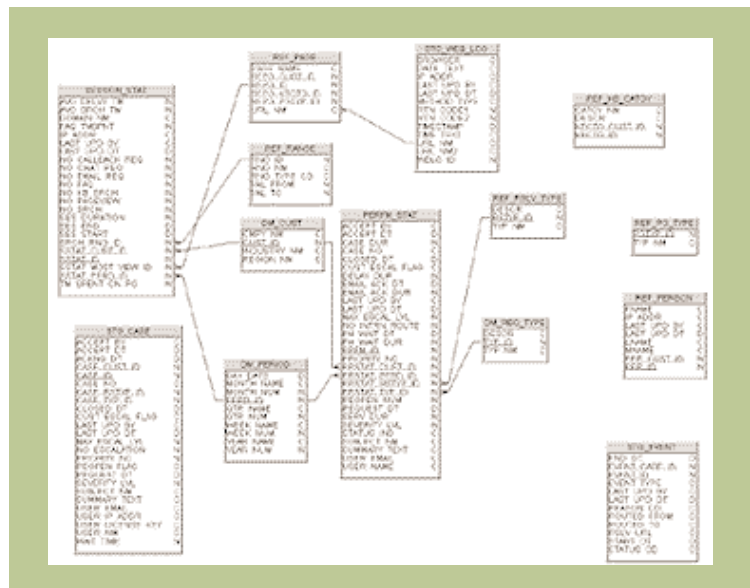
SERVICETrax™ Data Warehouse

Perhaps where **trusted** answer delivers the greatest value is in revealing what information your users are accessing, how they are using your product or service, and where their interests lie. We capture and warehouse valuable data pertaining to user activity on your support site. Using a standard query language, you can then extract information to determine what product or support areas may need improvement. Detailed management reports let you enhance service in problem-prone areas, and that helps you satisfy and retain current users while attracting new customers.

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Are there particular features of your product or service that your customers seem particularly interested in? Is there a pattern to the way customers use the service pages that suggests they are having problems with a particular aspect of your product, such as installation, application, or product upgrades? Has the most recent release of your service generated an unusually high level of traffic or questions? Is the installed base intrigued by the improved functionality of newer models? Are there patterns of usage or problem areas that present additional selling opportunities?

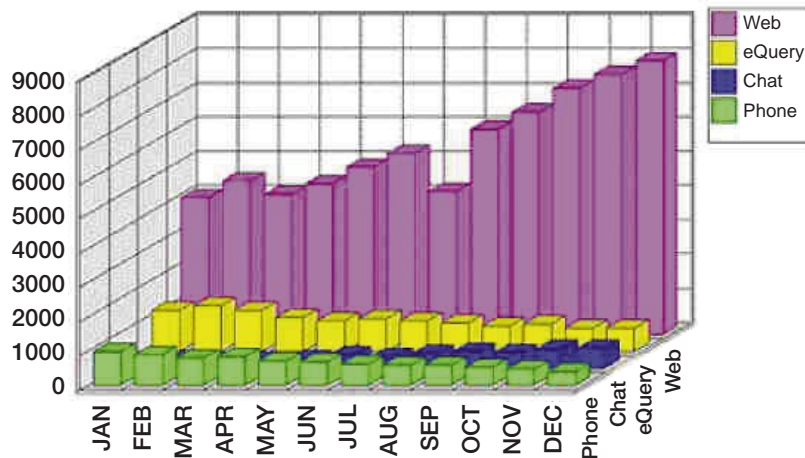
These types of questions can best be answered by querying our extensive data warehouse. The data warehouse is time-sequenced and consists of both primary and derived data, with many interrelationships between data retained. And since we don't know exactly what or how information will be important to you, we provide our data warehouse to deliver the flexibility to pose and get answers to your questions when you need them.





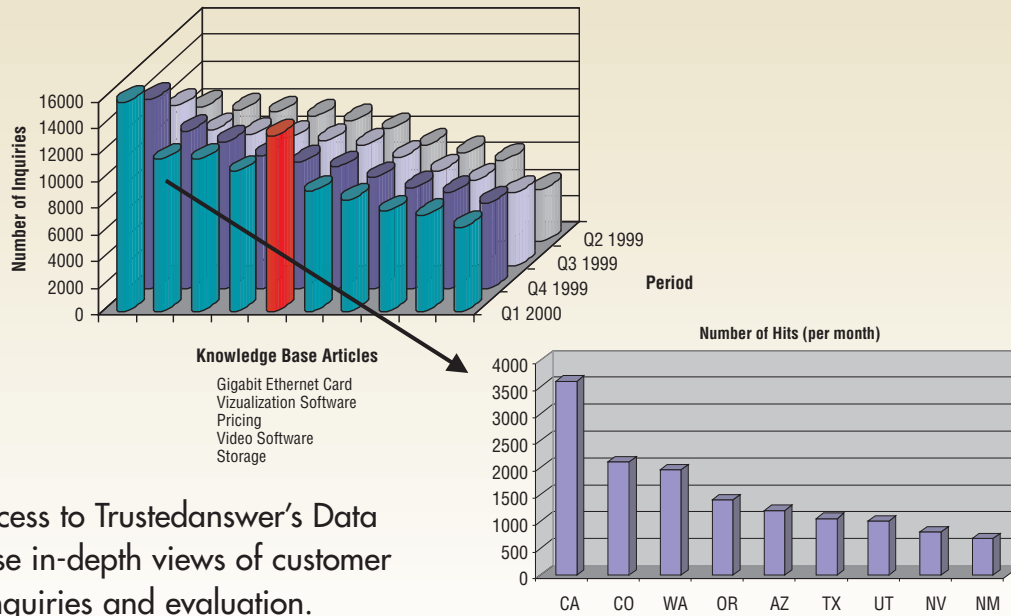
Management Report and Tracking Tools

Usage Profile – Delivery of Support



- What problems are being encountered
- Efficiency of finding solutions
- Communication Paths
 - which are most preferred
 - how are they changing over time

Robust Data Warehouse



Instant access to Trustedanswer's Data Warehouse in-depth views of customer support inquiries and evaluation.

Drill down further statistics on every Knowledge Base Article

Drill FURTHER down into the Data Warehouse to get more detail....

Find out WHEN the questions are originating,

Or sort the information in descending values.

