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BuilderMT Increases Customer Satisfaction From 66% to 90% in Less Than a Year with Parature

Higher Percentage of Profit on Support Revenues Due to Streamlined Processes, Increased Efficiency, Productivity

MCLEAN, VA - DATE - Parature, provider of award-winning, on demand customer support software, announced today that BuilderMT, the nation's leading provider of production management software for residential homebuilders, has implemented Parature's Customer Support Solution and raised their customer satisfaction rate from 66% to 90% in less than one year. "Utilizing Parature's software has revolutionized the way we work with our customers, and has enabled us to significantly improve our internal support processes," said Brett Parkhurst, Chief Technology Officer, BuilderMT. "As a rapidly growing company, it's particularly important for us to have streamlined processes and efficient, timely communication with our customers. Using Parature's software has enabled that, and goes a step beyond by enabling us to track, report on, and analyze the important metrics and trends needed to maintain our positive momentum."

Prior to Parature, BuilderMT's customer support division was using solutions from SalesLogix and Merant Tracker, which did not adequately allow for direct communications with customers. BuilderMT's ability to manage routing and queuing trouble tickets was limited as well, and these older solutions had no knowledge base, survey, forum or reporting capabilities like Parature's solution. "We really needed a solution that is available 24 hours a day, seven days a week, and that enables customers to very easily assist themselves, or submit issues to us via the Web," said Mr. Parkhurst. Since implementing Parature's solution, BuilderMT consistently receives rave reviews from customers about the support processes and great service they receive as a result, for example, "I like the Support Center, and I like that it keeps a detailed record of the problem, responses, and response times. I think this is the best customer care process I have worked with - anywhere."

The BuilderMT product development organization has also benefited from Parature's Customer Support Solution, as now customers can directly submit potential software defects, or non-working functions. This significantly speeds up the process of tracking and fixing software issues, while keeping customers abreast of their issue status by automatically emailing them whenever the status changes along the resolution path. "Prior to Parature, our customers could email us with potential defects, but it was difficult to efficiently communicate back to all of them that their concerns were being addressed and how they were being fixed," said Mr. Parkhurst. "Now our communications are proactive and our customers have reassurance that we're listening closely to what they're telling us and taking the necessary steps to correct problems quickly. That's a huge step forward for us."

Another dramatic process improvement is BuilderMT's software licensing administration, which was a very labor intensive process for both BuilderMT and their customers, particularly because pricing is based upon the number of people using it at each customer site. Before implementing Parature, one full time BuilderMT staff member took customer requests for license increases and manually sent emails to customers with the necessary codes needed to implement the software. Now that the Parature Customer Support Solution is seamlessly integrated with BuilderMT's systems via a web service, customers can request licensing changes by simply logging in to the support portal with their unique ID number. With that, their BuilderMT software is automatically validated and implemented through the integration with Parature.

"With Parature, we solve a greater volume of customer questions with fewer personnel, and do it faster than we could before, leading to higher percentage of profit on support revenues due to the increased productivity," stated Mr. Parkhurst.

About BuilderMT

For large and medium-size homebuilders in the \$250 billion homebuilding industry, BuilderMT provides highly customizable building process management software that works in tandem with Sage Timberline Office accounting and estimating software, systems used by one in four of the Builder 100. The BuilderMT Workflow Management Suite has been purchased by over 534 corporations and 3,800 individuals to manage over 175,000 housing starts annually, more than 15% of

the new home market. BuilderMT is widely recognized as a leader in process-driven, best-building-practices for builders, as well as customer service, warranty applications, on-line training, and innovative wireless applications. Since its inception in 1999, BuilderMT has maintained its status as a debt-free, highly profitable company that puts its profits back into the infrastructure and software development. To learn more, visit www.BuilderMT.com, or call (888) 757-1991.

About Parature

Parature provides on demand customer support and help desk software, enabling companies to improve their internal and external support while reducing costs. Through its suite of modules, Parature allows companies to provide critical service information on a 24x7 basis via the Internet, resulting in reduction of inbound support load and significantly decreased support costs. With a consistent growth rate of over 100% year over year, Parature serves industry leaders such as Office Depot, ATI Technologies Inc. and Florida State University. For more information on Parature, or to sign up for the FREE 30 Day Trial, please visit www.parature.com.

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