

Why does your business need a portal?

It's a fact : In the past three years there's been a **12 percent** rise in the use of web self-service, a **24 percent** increase in chat, and a **25 percent** increase in community usage for customer service.¹

Your clients are *demanding* self-service reach into the business. **67 percent** of people prefer self-service over speaking to a company representative.²



¹ Forrester Research, Inc., Kate Leggett, Analyst - March 2013
² Nuance Communications, Inc., Andrea Mocherman - June 2012

What can a portal do for your company?

1. Empowers your customers, vendors, and employees to **actively and efficiently engage** the business on their terms
2. **Faster cycle time** from issue to resolution
3. **Reduces** administrative **burden and** support **costs** while enabling the business to expand
4. **Minimizes errors** in data entry, collection, and communication
5. Increases business **intelligence** in both depth and scope
6. Expands **cross-selling** and promotional opportunities
7. **Securely** extend the **reach** of internal systems **beyond the firewall**