

Landing Page

Website landing page featuring customer case study

Purpose: sales lead generation

This is a landing page for a web-based customer support software company that I wrote and collaborated on with their in-house website developer.

The text and web page are search engine optimized for the keywords “customer support”, one of the top search phrases for their industry. When it was active, the web page was consistently on the first or second page of natural search results on the Google and Yahoo! search engines. That success enabled Parature to collect 100+ leads in one month directly from this landing page.

Help Desk Software Solution, Customer Support & Service Software from Parature Inc. - Help Desk - Microsoft Internet Explorer

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6,000,000 users worldwide

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BuilderMT

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

Learn more about how Parature has redefined BuilderMT's Customer Support.

[Read this case study »](#)

Please fill out the form below to get access to the case study:

E-mail:

Full Name:

Job Title:

Company Name:

Phone:

State:

Country:

Number of Employees:

Purchase Time Frame:

We Currently Use:

Where did you hear about us?

Challenges:

- ⇒ Required software to facilitate support processes
- ⇒ Needed detailed reporting for management
- ⇒ Incorporate multiple channels for customer support
- ⇒ Enable customers to find answers themselves

The Parature Solution:

- ⇒ Implement Parature's suite of Customer Support modules
- ⇒ Created numerous knowledge base articles on frequently asked questions
- ⇒ Streamlined ticket routing through highly customized workflow

Done

start

Firefox FINAL Microsoft Office ... Help Desk Software 5...

Internet

9:20 PM