



Modular functionality provided includes: Knowledge Base; Case, Contact, and Feedback Management; 2-way Secure Communications; Reputation Engine; Chat; and Online Communities. **Customer care is just the beginning.**

A truly unique solution merging community and customer care technologies to engage your customers, staff, partners and other stakeholders to make your business more profitable.

Engage and Support All Your Stakeholders with One Solution

Sure the Fuze Suite enables to you to quickly and affordably extend multi-channel self-service and assisted-service support to your customers, partners, staff and other stakeholders, but it doesn't just stop there. This one of a kind solution enables you to tap

Self Service: Helping People Help Themselves

Enabling people to help themselves is not easy! It requires sophisticated search capabilities that quickly get people to quality content that not only answers their questions, but also anticipates their intentions by providing other relevant information – allowing them to expeditiously yet thoroughly complete their task.

Our proprietary search engine is unsurpassed and nobody gets people more actively involved in helping you create and evolve relevant content used to support ALL your stakeholders. In fact, only the Fuze Suite includes our patent-pending Reputation Engine that gives you the granular metrics and infrastructure required to motivate and measure broad, sustainable stakeholder participation across your entire ecosystem.

Paybacks:

- ✓ Better, broader content perpetually evolved to reflect real-world insights.
- ✓ Less staff time required to create and update content.
- ✓ Redundant inquiries handled 7x24 without requiring expensive assisted-service support from staff.
- ✓ More time for staff to focus on higher value interactions requiring personalized attention.
- ✓ Knowledge in people's heads not lost and instead collaboratively evolved and leveraged.

Collaboration: Collaborative, Open-ended Conversations with a Purpose

How many times have you heard someone say that the best thing they got from a conference was a couple of contacts they made and really insightful conversations they had? The Fuze Suite allows your stakeholders to connect and engage 7x24 with other community members sharing common objectives and relevant skills. It's up to you how, when and where you put your stakeholders to work for you.

Our Community Conversations component enables you to create public and private communities to selectively engage relevant stakeholders.

Paybacks:

- ✓ Getting people with common objectives and different perspectives and skills to work together can produce outcomes not otherwise possible.
- ✓ Innovation

Ideation: Sharing and Evolving Ideas that Improve Your Business

Once your stakeholders have got their juices flowing in collaborative, open-ended conversations, they often will arrive at some thoughts that can be formed into a specific idea aimed at improving your business.

Our Community Ideas component enables and rewards this activity and enables you to selectively engage relevant stakeholders, depending on the subject matter.

Paybacks:

- ✓ Competitive differentiation that is sustainable in global markets
- ✓ Increased profitability

We put the pieces for you don't have

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Get Social with Your



into the individual and collective knowledge and horsepower of each and every one of your stakeholders as you see fit to optimize the effectiveness and efficiency of all aspects of your business. Think of it as eSupport, community and social business software combined.

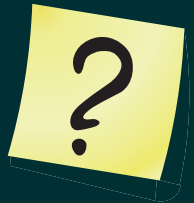
together
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Suite
Support

Assisted Service: Stakeholders Helping Other Stakeholders

The Fuze Suite includes all the vital components required to provide effective, efficient and personalized multi-channel support using centralized or decentralized staff. The Fuze Suite also includes a component called Community Answers that allows you to create public and private communities focused on quickly getting people answers to questions from relevant subject matter experts across your community.



The same great content used by stakeholders to help themselves is also used by stakeholders when helping each other.

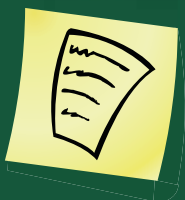
Providing personalized support and extending appropriate sales offers requires that your staff have a good understanding of the contacts they work with; our contact management component puts relevant contact information at their fingertips.

Paybacks:

- ✓ Increased customer, prospect, staff and other stakeholder satisfaction through delivering consistent, prompt and quality service from all staff across all channels.
- ✓ Inquiries resolved in fewer interactions and less time, resulting in happier stakeholders and reduced support costs.
- ✓ Reduced costs by offloading some assisted support to external stakeholders.

Feedback Management: Making Feedback Valued and Valuable

Whether about your products, services or support, there will be times when you will disappoint. Sometimes no action is required, but other times having the timely knowledge that people are unsatisfied allows you to turn things around at the earliest possible point: when it still matters.



The Fuze Suite makes it easy for stakeholders to provide feedback in online forms and custom surveys and for staff to capture feedback communicated in-person, over the phone or otherwise buried in online inquiries. We then make sure that all this feedback is managed within expected service levels and immediately gets into the hands of the right staff.

Paybacks:

- ✓ Retained customers and fewer negative opinions being amplified in social media sites about your brand.
- ✓ Early identification of issues needing improvement regarding your products, services and operations.
- ✓ Validation of how well you are really doing.

Your success is all about healthy, constructive and mutually beneficial relationships across your entire ecosystem.



Key Differentiators:

Better, Broader Software with a Clear ROI, Often Within a Few Months:

Customer care is just the beginning: By providing you with a single system capable of providing superior multi-channel support, and coupling it with a rich community platform that enables you to tap into the individual and collective knowledge of your customers, partners, staff and other stakeholders, the Fuze Suite can improve the effectiveness and efficiency of virtually every aspect of your business.

Putting your community members to work for you:

Our Fuze Social module provides the platform required to build rich and productive public and private communities that are focused on improving your business. Fuze Social includes 3 components that have been highly optimized to selectively leverage stakeholders to answer questions (Community Answers), drive out new ideas (Community Ideas) and engage in collaborative, open-ended discussions (Community Conversations). No other forum or community software is better optimized for providing tangible business value.

Knowledge Base (KB) infused with broad insights:

Communities serve an important purpose, but many times people want to just quickly get to quality answers that they can count on and that your brand stands behind. Only our KB includes the necessary infrastructure and metrics required to get sustainable and broad stakeholder participation to create AND evolve KB content. Sans the community aspect, our KB still provides the most comprehensive capabilities available.

Better search engine: If people can't quickly find what they're looking for, nothing else matters. Our proprietary search engine was built by us and has been optimized since 2002 to quickly get people to the right content and it only gets smarter with usage. Depending on what the person is trying to accomplish, our search engine automatically searches the content best able to help them. The general purpose search engines purchased by most of our competitors can't compare in depth or breadth.

Metrics to drive and measure contributions: Our patent-pending Reputation Engine tracks and measures all individual contributions and gives you a metric called Contribution Points that you can use to motivate desired contributions and identify specific expertise, which only FuzeDigital can do.

Everything in one place: The Fuze Suite gives you the rich granularity needed to easily control who can see and engage in what community and knowledge base content. Using multiple systems to do this will not only be more expensive, it will also severely impede your ability to engage stakeholders and extract knowledge critical to the success of your business.

Control over what content needs editing and moderation:

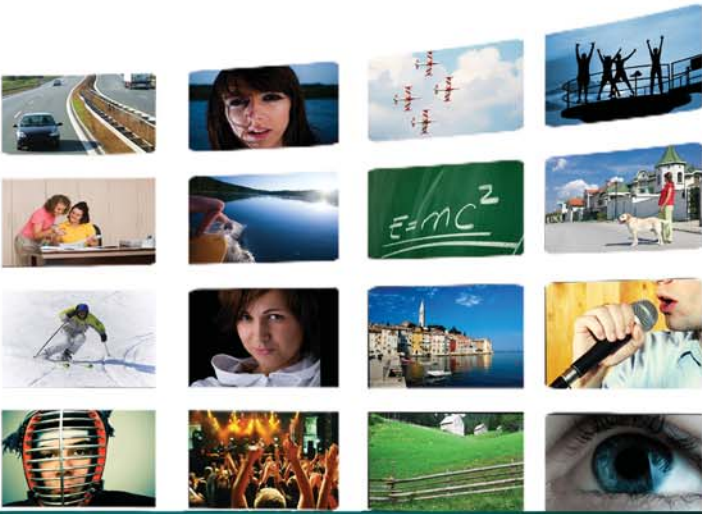
We completely understand that not all content requires the same level of controls. It all depends on who is using the content and how it's used. We give you total control over defining when and to what degree your staff needs to get involved to control your risks.

Personalized support and targeted sales requires a 360 degree view:

In addition to our robust case management capabilities, the Fuze Suite gives your team a 360 degree view of people in your ecosystem, including capabilities to quickly bring in information from other systems.

2-way secure inbox you can count on: Unlike email, our secure inbox supports 2-way secure communications you can count on getting through. What's more, our Notification Engine notifies staff and consumers of relevant inbox activity by sending them a text message to their phone or a direct message to Twitter.

Feedback management that works: We make it easy to capture and disseminate feedback and survey responses to the right people when it matters. Tightly integrated with our case and contact management, we give your support staff the power to save customers that otherwise would be lost.



FuZeSuite

Flexible Pricing with Faster, Larger Payback that Only Grows with Time:

Long-term contract not required: We offer month-by-month agreements with price protections and allow you to change your user license counts monthly to deal with business fluctuations.

Our modular architecture gives you total control to add and pay for modules when they make sense for your business.

Our monthly fees are lower than comparable offerings and we offer licenses for concurrent users, which generally are far more cost effective than per-seat licensing, which we also offer.

We don't charge extra for our unparalleled support: Unlike our competitors, we don't charge extra for premium support.

Easily transition to running the Fuze Suite on your own servers in your office or the cloud at any time, which in some circumstances can provide more control and save you money. Choice is good.

Easier to Use, Less Expensive to Get Started:

Better support before you buy: With over 97% of our customers re-signing with us, we obviously take great pride in helping you make the most informed buying decision possible. We'll even tell you if we're not a good fit and recommend alternatives.

The Fuze Suite is much easier to use and administer: Every one of the many customers that we have taken from a competitor has said that the Fuze Suite is significantly easier to use, administer and get started. Our intuitive and minimalist design allows your staff to get going with minimal training.

Best practices shared: Through using our many best practices documents or engaging with other customers online using our Fuze Social technology, your business will also be able to quickly reap the benefits of the Fuze Suite.

Affordably and quickly integrate: We provide several customized options to integrate the Fuze Suite with your other Web sites along with a complete set of Web services that allow you to integrate with 3rd-party or in-house systems.

Financial institutions have a jumpstart option to quickly get going using our templates and seed and knowledge pack content.

Moving from a competing solution is easy: Our many mass load options make moving from virtually any solution a snap.

Proven to Provide Superlative Support and Service:

The Fuze Suite includes no known bugs and our hosting scheduled uptime is unsurpassed by any competitor, averaging less than 4 hours of total downtime per year. Even our scheduled downtime has averaged less than 4 hours a year, with no one occurrence lasting more than 1 hour.

More personalized and attentive support: We monitor our services 7x24, correcting failures impacting operations immediately and getting back to you regarding non-critical support issues within 4 business hours.

Actually talk with a knowledgeable person: You have direct access to actually chat with friendly, knowledgeable support staff with outstanding communications and problem solving skills.

No more forced SaaS upgrades: We upgrade your Fuze Suite software when it's convenient to you and you can run up to one full release back. With most other SaaS providers you get upgraded when they want to upgrade you, which we hear can be quite painful.

Customers big and small all get the same great service: You can count on it!



Since 2002 we have proven that we can improve the profitability of demanding brands across many different industries while meeting broad stakeholder needs from different cultures, age groups and technical aptitudes.

Please let us show you what we can do for your organization!

“FuzeDigital sincerely cares about their customers. When they say that they work hard to earn your business every day, they mean it.”

Michael Taylor
Director, Customer Care Operations 
Customer since 11/2003

Available Modules:

Base: Community knowledge base; Case, contact and feedback management; Inbox; Reputation engine; Extensive reporting and dashboards; Access to extensive Web services for custom integrations

Optional: Chat; Online communities; Multi-lingual sites; Personal finance knowledge packs; 2-way secure communications; Usage analytics

fuzeDigital
Get Social with Your Support
www.fuze.com
Toll Free 1-866-631-0188 | sales@fuze.com
12819 SE 38th St., Suite 505
Bellevue, WA 98006