

# Pivotal eService™

*Enabling intuitive customer self-service*

**When customers successfully self-serve support costs go down, customer satisfaction goes up, and everyone wins. Unfortunately, a lack of features, relevant content and poor usability often means customers rarely use or quickly abandon self-service channels. No more.**

## Simple, Flexible, Intuitive

Pivotal eService enables companies to improve customer satisfaction, while reducing sales and support costs by enabling customer access through web self-service. A simple and flexible solution, Pivotal eService provides all of the customer self-service functionality commonly required by mid-enterprises out-of-the-box.

Pivotal eService is a highly customizable add-on for Pivotal Service, featuring a “one-click” interface that allows self-directed customers to resolve their own support issues online quickly and easily via a web-based portal, thereby dramatically reducing customer service costs and improving customer satisfaction.

### **Pivotal Service™ Suite**

[Pivotal Service™](#)

**▶ Pivotal eService™**

[Pivotal Contact Center™](#)

[Pivotal Service Analytics™](#)

The enhanced Pivotal Service suite interacts with and complements the Pivotal CRM Suite, which also includes Pivotal Marketing, Pivotal Sales, Pivotal Interactive Selling and Pivotal Partner Management.

By delivering enhanced usability and a number of features, such as support for file attachments and a message center that groups all personalized notifications, Pivotal eService simplifies self-service and increases customer usage, thereby increasing CSR productivity and lowering support costs.

## Self-Service – The First Choice for Support

With Pivotal eService, Pivotal has really thought through the self-service space and tried to identify the elements that hold customers back from making self-service their first choice for support. As a result, we’ve completely redesigned the way in which customers view and interact with information, and added many features, including:

- One-click access to information
- Personalized, relevant and timely information presented front and center on login
- Simple, easy-to-use self-service reports that keep track of orders, incidents, contracts and service level agreements
- A quick and easy channel for product registration and feedback
- Full text search, which makes finding solutions to specific problems quicker and easier
- Attachments to service incidents, which ensures all relevant information is captured, resulting in faster incident resolution

# Pivotal eService in Action

*The right level of service for the right customer at the right time*

Out of the box, Pivotal eService delivers all the customer self-service functionality required by mid-sized enterprises, wrapped in a user interface design that significantly enhances usability. Because Pivotal eService comes pre-integrated with the rest of the Pivotal CRM Suite, all that remains for you to do is apply your company's look and feel.

A personalized Message Center presents customers with information that's relevant to them, now, while the knowledge base tracks and presents the most relevant issues of the day. Search for answers, create reports, file a new incident – nothing is ever more than one click away.



## Low-Cost Customer Satisfaction

By putting in place a customer self-service solution to deflect incoming calls, you can begin to:

- Increase customer satisfaction by servicing customers via their preferred channel
- Increase data accuracy rates while lowering support costs via customer self-service
- Improve CSR productivity and satisfaction by decreasing their workload and off-loading routine enquiries to the web channel
- Increase customer self-service use
- Increase administrator efficiency via delegated security
- Ensure customers receive consistent service across all channels due to the fact that Pivotal eService is tightly integrated with Pivotal Service

<b>Improved Task-Specific UI &amp; Navigation</b>	<p>A significantly redesigned user interface facilitates one click access to information.</p> <p>The portal presents self-service content front and center.</p> <p>Users can print any page that they access including any search results lists.</p>
<b>Personalized Web Portal</b>	<p>Companies can modify the look and feel of the portal to reflect their own brand and emphasis on service components.</p>
<b>Anonymous User Content</b>	<p>Provides content for users that have not logged in, including access to a press room, events, FAQs, and literature.</p>
<b>Message Center</b>	<p>Customers are presented with alerts and time sensitive information through the Message Center, which contains configurable content.</p> <p>Out of the box messages include contracts about to expire, recently shipped orders, recently closed support incidents, and upcoming appointments/meetings.</p>

<b>Knowledge Base; Top KB Items</b>	<p>Use of a single knowledgebase of answers ensures customers get a consistent experience across all channels.</p> <p>The knowledgebase and files attached to the knowledgebase are full-text search enabled.</p> <p>Searches can be limited to KB articles for a product or product type, with results being ranked by search relevancy.</p> <p>Top knowledgebase articles for the customer's products are automatically presented in the portal.</p>
<b>FAQ</b>	<p>Customers don't have to search for answers in the knowledgebase – answers to common questions are presented through a FAQ table.</p>
<b>File Attachments</b>	<p>Customers can now attach files (e.g. screenshots) to new and existing support incidents to aid in problem resolution.</p>
<b>Branch and Partner Locator</b>	<p>Customers can locate branch and partner offices, as well as access maps and directions to the offices.</p>
<b>Delegated Security</b>	<p>Companies can offload the security administration burden to their customers.</p> <p>Authorized customers can add users, remove users as well as assign security rights to Pivotal eService for users within their organization.</p>
<b>Order Tracking</b>	<p>Customers can view and track orders.</p>
<b>Product Feedback</b>	<p>Customers can submit product feedback on-line, which is then handled as appropriate within the Pivotal Service application.</p>
<b>Product Registration and Contracts Tracking</b>	<p>Customers can register products that they have purchased, and track warranties/contracts associated with them. Customers can also request quotes for new contracts, and contract extensions.</p>
<b>Literature Access, Press Releases and Events</b>	<p>Customers can access literature (case studies, product briefs, technical bulletins,) and download literature or request that it be sent to them by mail.</p>
<b>Password Resets</b>	<p>Customers can use the application to request password resets (studies have indicated that password reset and call status are amongst the most common requests received by service/support desks).</p>
<b>Self-service reports</b>	<p>Customers can generate reports to view progress on their outstanding service requests and orders, as well as registration and support contract status.</p>

## CRM That Fits Your Business

Pivotal is the only complete CRM platform and application suite that can be tailored to fit the unique requirements of every enterprise. Drive measurable results that matter with CRM that works the way you do.



North America: 1-877-PIVOTAL  
United Kingdom: 44 1582 406650

France: 33 1 44 34 46 00  
Ireland: 353 1 662 9333

Australia: 61 (2) 9006 3367  
New Zealand: 64 (9) 306 2877

For more information, please visit [www.pivotal.com](http://www.pivotal.com).