


a d v a n c e d  F A Q [™]

Don't make them wait. Respond now.

Successful companies value their intellectual property and know how to use it.

Solid data is good to have, but only valuable when aptly shared. **Advanced Web™** Solutions facilitate interaction with customers and prospects in a new way, for the new generation of industry leaders.

Publications have used the Question and Answer format for years as a way to quickly communicate the most important points of an interview. As readers, we are accustomed to thumbing through a list of questions to find the answer to the one that is burning a hole in our head. But how often are we so patient online?

Studies show that the web is a “lean forward” technology that encourages users to actively interact with information. And as quickly as users enter your site, they leave if they are not able to find the information they are looking for in a matter of minutes.

AdvancedFAQ provides for dynamic interaction between your site's visitors and the frequently asked questions on your web site. It is optimized for many different kinds of users.

Those who know exactly what they want can use the “Ask a Question” search tool to pose their own questions; others may opt to browse by category or question and to access answers that have already been posted. The tool keeps track of how many hits each question gets, and a feature allows the reader to say how well an answer addressed the question.

The beauty of the **AdvancedFAQ** system is that it is easily updated through a password-protected administration page and it reduces overhead in other areas of your customer service operations such as call centers and customer service representative email response. Industry experts estimate that self-service FAQ systems can eliminate as much as 85% of customer requests to call centers, and with costs estimated at \$30 to \$50 per call, the savings add up.

Product Features:

- > Sortable Public FAQ Board
- > Rank By Request (pushes popular questions to top of page)
- > Ask A Question Search Function
- > Administrative Page to Add, Update or Delete Posted Answers
- > Send Mail Function (for answers that are not publicly posted)