

# Consona Dynamic Agent

## Support Edition

### What It Is

Delivering efficient support is the most effective way for organizations like yours to keep customers happy and control costs. But doing it successfully and without a lot of resources is challenging. We have just the thing to help.

### Turn Customer Support into a Convenient Desktop Experience

**Consona Dynamic Agent** is a powerful support channel that makes it simple for you to bring enhanced customer support and relevant information directly to a user's desktop. This intuitive interface is always on and ready to assist with the click of an icon. It's so smart, available and user-friendly, that customers will prefer it to calling your support desk.

Dynamic Agent smoothes the path to resolution with proprietary technologies that fix problems automatically when they occur. When it can't fix the problem automatically, it routes service and support requests to the appropriate channels. In other words, Dynamic Agent provides a better experience to customers than that of picking up the phone; and does so at a much lower cost than traditional approaches.



### Benefits

- Instant accessibility to diagnosis and repair
- Automated "1-click" fix repair technology
- Intelligent escalation to your support center
- Reduce customer support costs

Customize and brand your interface dynamically

Encourage customers to utilize built-in self-help tool before picking up the phone

Dashboard effectively monitors system performance and maintenance needs

Provide real-time promotional offers



Author personalized content for your customers

## Why You Need It

- Provide '1-click' fixes for routine problems so customers don't have to call your support desk.
- Proactively address potential problems associated with security, e-mail, browsers, operating systems or applications.
- Provide real-time updates, alerts and support right when the customer needs them.
- Optimize support channels and speed resolution with efficient routing to chats, remote support and other live assistance.
- Ensure support channel efficiency by capturing, recording and transmitting system configuration data and corrective step history through our SmartIssue technology.
- Create highly targeted content based on customer system and activity data.

### Dynamic Agent Delivers Powerful Self-Help Tools

Think about it this way. By the time a non-technical user explains a problem to a technician and the technician walks the customer through a possible fix, the resolution to a support issue can become more complex than the issue itself. That's why we chose to deliver our patented self-help troubleshooting and proactive repair tools right on the customer's desktop.

Dynamic Agent trains users to depend on it for swift, accurate diagnosis and repair combined with instant accessibility. It instills customer confidence and increases the likelihood that customers will select self-help over live assistance.

### What You Get

#### Targeting & Authoring

Continuously gather user, system and activity data and use it to segment the user community for targeting. Once you know what groups you want to target, then the authoring can begin! In the WYSIWYG authoring environment a support person can author all of the support solutions needed for proactive or reactive support.

*Support Solutions include:*

#### Proactive Support

**Support Actions**—scripted, 1-click solutions that fix a customer's problem in, literally, one click

**Support Jobs**—push out fixes on a mass basis; if you know a group of users will have a problem, you can push out a fix to that targeted group and it will run behind the scenes

**Support Articles**—provide solutions that you want the customer to readily access on their desktop

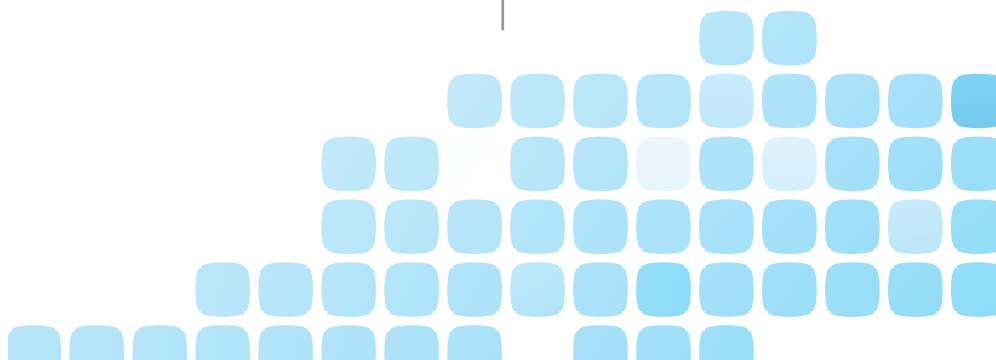
**Support Protections**—patented DNA Probe™ technology that understands applications and settings and will "protect" their working state

### Client side desktop service content delivery portal and messaging framework

Automated content for High volume/Low Variance Support Problems

All UI elements, URLs, and support content customizable through powerful online content authoring, targeting, and synchronization system.

Alerting mechanism provides direct communication with end users.



## Reactive Support

**Support Alerts**—"toaster pop" messages to your selected targets

**Support Triggers**—detect problems when they occur and immediately apply a fix

**Support Messages**—"toaster pop" messages that with one click, fix a problem

Consona builds on over ten years of experience with the design of customer support technology to make it easy for you to deliver the level of support your customers have come to expect. With our specialized tools and capabilities, you'll control the costs associated with support while increasing resolution rates and ultimately providing a more satisfying support experience.

*Dynamic Agent - on over 40 million desktops and counting...*



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## About Consona CRM

With a comprehensive set of solutions spanning self-service, customer management, chat, communities and proactive, just-in-time marketing and support—all fueled by a patented, best-of-breed knowledge management platform and backed by advanced analytics—Consona's KCS Verified tools are the choice for integrated, multi-channel customer service and support. The only CRM vendor focused entirely on service and support, Consona helps the Global 2000 control costs while providing a superior customer experience.

Consona  
**Problem: Solved!**