Turn Your Corporate Knowledge Into A Powerful Competitive Asset.
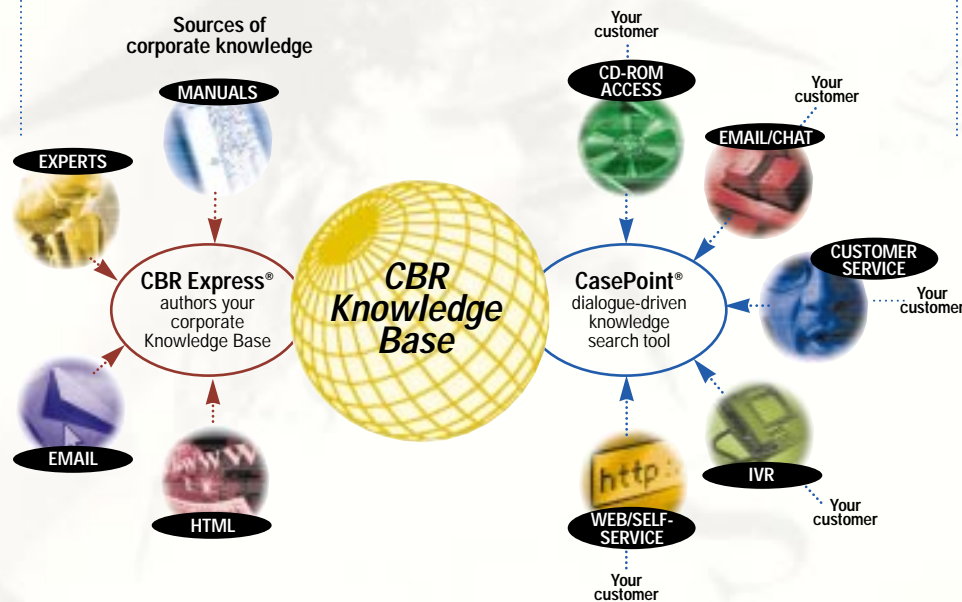
Since 1979, Inference has used this simple philosophy to create the world's largest installed base of knowledge-driven customer care solutions. Our software enables a dialogue with your customers, wherever and whenever they contact you. By replicating your best Service Agent's expertise – tapping into your company's collective knowledge – Inference software enables all Agents to quickly answer questions and consistently provide solutions through your Call Center or the Web.

Inference is the only knowledge-based customer service vendor offering conversational, knowledge-driven access across your enterprise's Contact Center.

Inference powers the most interactive self-service Web sites worldwide.

Inference also offers industry-leading consulting and support services, including customized integration with enterprise systems, integration with Lotus Notes databases, training of customer care employees, and much more.

CBR CONTENT NAVIGATOR 3.5 OVERVIEW

Sources of corporate knowledge

- MANUALS
- EXPERTS
- EMAIL
- HTML

CBR Express® authors your corporate Knowledge Base

CBR Knowledge Base

CasePoint® dialogue-driven knowledge search tool

- CD-ROM ACCESS
- EMAIL/CHAT
- CUSTOMER SERVICE
- IVR
- WEB/SELF-SERVICE

Your customer

FOR MORE INFORMATION ABOUT INFERENCE, VISIT WWW.INFERENCE.COM/CBR/P

Inference®

Order Your Free Demo to Raise Customer Satisfaction and Lower Support Costs.

For a free CD-ROM demo of how your Call Center or Self-Service Web site can raise customer satisfaction, accelerate growth, dramatically reduce support costs and training time, call Inference today at 1.800.322.9923.
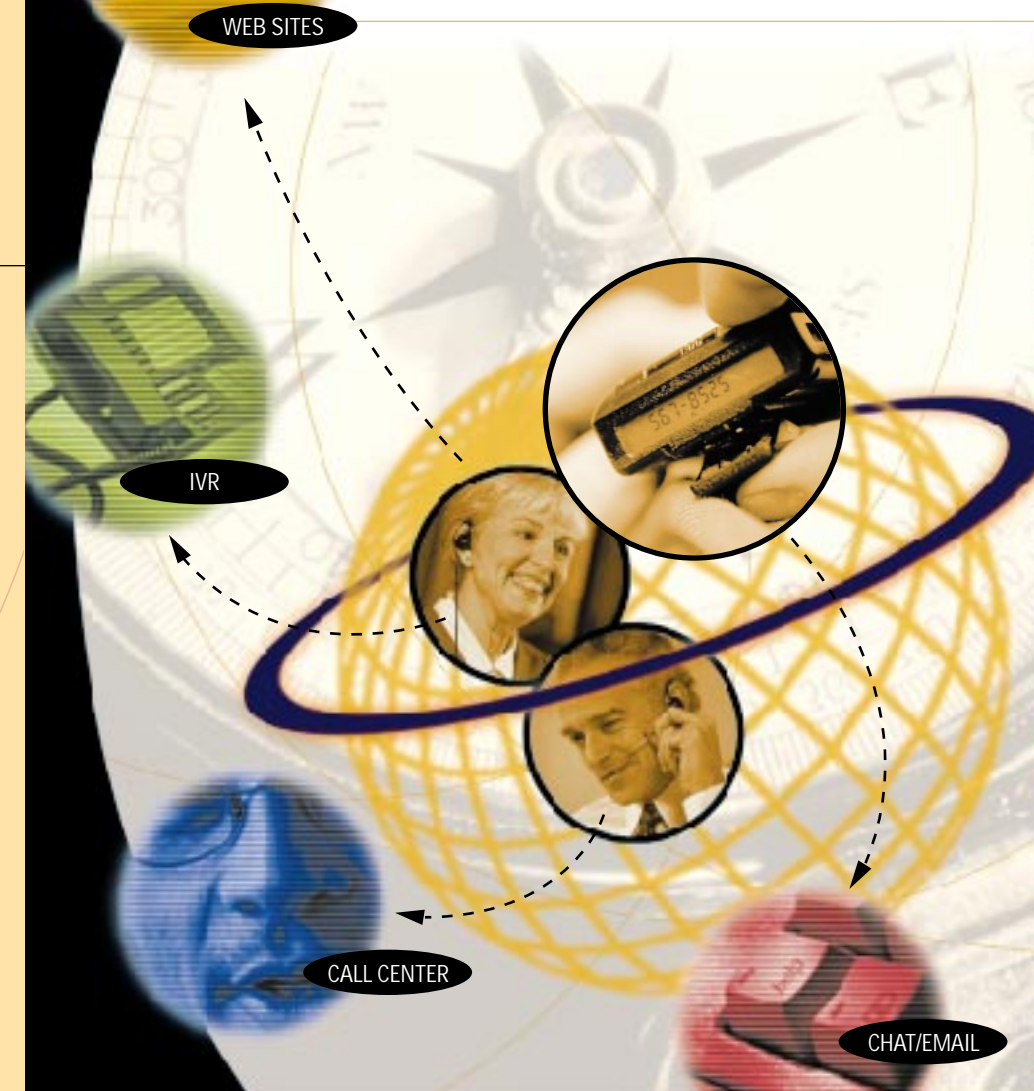
Or visit our Web site at
http://www.inference.com/cbr/p

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Inference®

INTRODUCING THE
CBR CONTENT NAVIGATOR™ 3.5 PRODUCT FAMILY
The Telecommunications Industry's Only Conversational, Knowledge-Based Customer Care Solution.

- WEB SITES
- IVR
- CALL CENTER
- CHAT/EMAIL

CBR CONTENT NAVIGATOR™ 3.5 PRODUCT FAMILY

Comprehensive Knowledge-Based Customer Service Products To Meet Your Growing Call Center and Web Self-Service Needs.

Between increasing customer technology demands and changing distrubution models, service is your telecommunications company's competitive advantage. And only Inference's technology can enhance the service offered in your Call Center and Web site by enabling a conversational, knowledge-driven customer dialogue.

The CBR Content Navigator 3.5 product family is two dynamic products for one total knowledge-based solution. Both support Windows® 98, are Y2K compatible, and integrate seamlessly with your current call-tracking and CIM applications.

CBR Express®

Build One Enterprise-Wide Knowledge Base.

This Inference knowledge creation application captures the combined expertise of your company's best support reps and engineers. It then formats this data in a single, comprehensive knowledge base, accessible to all your employees and your customers.

CBR Express now includes Case Tree Authoring Mode, which provides a visual method for creating case bases. By combining decision tree's ease of authoring with case-based reasoning's power, you now have more flexibility to develop cases in a drag-and-drop mode, along with the standard forms-based approach.

New Case Tree Authoring combines the ease of decision-tree authoring with the power of case-based reasoning knowledge search.

Working with CasePoint® and its powerful knowledge search capabilities, your newly-captured support solutions are instantly available to users via the Web, CD-ROM or your Call Center.

Why Your Call Center Needs CBR Content Navigator™ 3.5:

○ Dramatic Call Center cost savings – and reduced Customer Service Agent training time

○ Greater productivity as you turn every Agent into your best, most knowledgeable Agent

○ Higher revenues and broader customer service relationships

○ Greater flexibility in your Call Center through increased self-service transactions

LEADING TELECOMMUNICATIONS COMPANIES USING INFERENCE PRODUCTS
Lucent Technologies
GTE Communications
US West
Orange Personal Communications

For more information about
CBR Content Navigator 3.5 Products–
visit: www.inference.com/cbr/p

LIMITED TIME OFFER: FREE CD-ROM DEMO.

For a free, real-time demonstration of our latest Knowledge Management software on CD-ROM, please call us today, or visit our Web site at www.inference.com/cbr/p.

This demo will prove that using CBR Content Navigator 3.5 will help your company take any Call Center or Web inquiry and:

• Solve technical issues and problems
• Answer policy and warranty clarification problems/questions
• Assist with product configuration/selection decisions.

CasePoint®

Solves Customer Queries For Pennies, Not Dollars – 24x7.

CasePoint is Inference's knowledge search application. Whether on the phone or on the Web, CasePoint utilizes a unique, conversational approach to answering your customers' questions and solving their problems. Everyone from novices to experienced Customer Support Agents can be empowered by searching your enterprise-wide, comprehensive knowledge base of solutions (created in CBR Express) to resolve your customers' queries – quickly and efficiently.

CasePoint is now the first Internet self-service product to use Extensible Mark-up Language (XML) as its foundation. XML delivers a truly Web-architected system to let you fully customize CasePoint's user interface through reusable HTML-based templates. By dynamically changing the user interface, you can also address other customer service issues like online support and sales with equal speed and consistency.

This new XML standard effectively extends the power and reach of exceptional customer service beyond the traditional Call Center. It will enable your customers to receive the same high-level customer service directly from your company's Web site.

CasePoint is the first Internet self-service application to feature Extensive Mark-up Language (XML) as its foundation to deliver conversational knowledge access to your customers.