

CLIENT SUCCESS STORY: CENTERS FOR MEDICARE AND MEDICAID SERVICES

Centers for Medicare and Medicaid Services (CMS) faces a massive information delivery challenge on a daily basis. The agency has to provide fast answers to more than 80 million program beneficiaries, healthcare service providers, and CMS staff. It has to keep that information accurate and up-to-date, despite the scale and complexity of government healthcare programs. And it has to quickly respond to change whenever it occurs—from cataclysmic events like Hurricane Katrina to the smallest modification in an agency policy. Fortunately, with the help of RightNow, CMS has been able to succeed on all counts.

Results include:

- Truly citizen-centric www.medicare.gov website answers 99% of visitors' questions
- Accurate, version-controlled information available to all constituencies
- Greater speed and accountability built into agency communications

To read the case study for CMS, please visit <http://www.rightnow.com/customers-centers-for-medicare-and-medicaid.php>

More than 170 federal, national, state, provincial, and local government agencies such as Canberra Connect, Customs and Border Protection, Gloucestershire County Council, Social Security Administration, State of Colorado Department of Revenue, Transport for London, Veterans Affairs, U.S. Air Force, U.S. Army Training Support-TRADOC, and the U.S. Census Bureau use RightNow CX, the multi-channel customer experience suite, to deliver customer experiences that keep customers happy—while maintaining budget.

Improve the Customer Experience and Maintain Budget

RightNow understands your agency can be overwhelmed by customer inquiries, whether they come from a citizen, a soldier, a vendor, another agency, or countless other customers. Your customers' expectations for speedy and accurate service have gone up considerably—they are now

accustomed to automated voicemail menus, email, and the internet—their demands are greater than ever. Government agencies must reduce their cost of delivering customer service, even as the volume of such interactions grows. You must also deal with issues like mandates to deliver more citizen services, the retirement of your most knowledgeable staff, pressure to increase interactions via online channels, and the need to better coordinate efforts with other agencies, while still fulfilling your organizational mission and providing open, transparent government services.

RightNow solves this dilemma by putting real-time, relevant knowledge in the hands of customers when they need it most. By leveraging a single contact interaction record, RightNow's seamless multi-channel case management solution ensures customers always have accurate, relevant, and up-to-date information.

Get There Faster

With RightNow's cloud delivery model, you get a faster time-to-benefit, at a lower cost of ownership than traditional customer experience or contact center applications. RightNow makes it easy for you to improve customer care so you can:

- Significantly improve service levels across all channels
- Reduce inbound phone calls and email
- Retain and leverage institutional knowledge
- Deliver measurable open government success

Proven Government Success

As the leading provider of SaaS customer care solutions to the public sector, RightNow is uniquely positioned to help your agency provide great customer experiences. RightNow's award-winning solutions for the public sector are currently deployed in every cabinet-level department of the U.S. Federal Government, throughout the Department of Defense, in major state agencies, and in central, national, and provincial governments around the world.

“With a focus on improving the customer experience, RightNow provides a market-leading solution for governments looking to enhance service delivery and interactions with their constituents.”

—Datamonitor March 2009 report, Decision Matrix:
Selecting a CRM Vendor in Government

RIGHTNOW WEB EXPERIENCE

Web and Self-Service

Empower customers to quickly find answers to their questions online, 24 hours a day, without assistance.

Chat and Co-Browse

Facilitate real-time, online interactions between your employees and customers visiting your website and provide visual guides with service offerings.

Email Response Management

Provide rapid, accurate responses to customer emails. Leverage routing rules to choose the best-suited employee.

Web Experience Designer

Create a tailored and branded online service experience extending assistance to customers anywhere online.

RIGHTNOW CONTACT CENTER EXPERIENCE

Intelligent Agent Desktop

Improve agent productivity with a single workspace and access to all customer details.

Phone and Multi-Channel Interaction Management

Streamline customer communications with a unified view of all customer interactions—phone, online, email, web, chat, social media, or in person.

Multi-Channel Incident Management

Track inquiries across channels to make sure every customer receives a timely reply and avoid redundant use of staff time.

Voice Self-Service

Answer common questions such as information on service offerings or office location immediately via the phone—without human intervention.

Contact Center Experience Designer

Deliver consistent and accurate interactions regardless of whether agents are novice or experienced, in-house or outsourced, call center based or remote with Configurable Workspaces, Contextual Workspaces, Agent Scripting, and Desktop Workflow.

RIGHTNOW SOCIAL EXPERIENCE

Cloud Monitor

Track real-time discussions about your agency occurring on the social web. Take steps to address issues and make relevant offers.

Support Community

Enable peer-to-peer support through discussion forums, Q&A, resource libraries, and more.

Innovation Community

Make customers part of your innovation processes. Use communities to identify new opportunities and refine ideas.

Social Experience Designer

Do-it-yourself online community platform tools you need to create the right social experience for your customers.

RIGHTNOW ENGAGE

Customer Surveys

Listen to your customers and take immediate action on negative feedback.

Email Marketing

Increase citizen and employee engagement through targeted email campaigns incorporating updates on services, new legislation, and links to important information.

Opportunity Management

Full knowledge across the customer experience supports timely, relevant sales offers to meet customer needs.

Reporting, Dashboards, and Data Warehouse

Provides more than 600 standard reports and dashboards, and advanced analytics capabilities, such as data mart, trending, time-slice analyses, and predictive analytics, to help you measure and respond to changing business conditions.

RIGHTNOW CX PLATFORM

Embedded Knowledge Foundation

Easily capture the expertise of your most experienced agents and user-generated content and make it available to others.

Mission-Critical SaaS

Provides the scalability, performance, and reliability required by mission critical contact centers.

Government Cloud

RightNow has two Government Cloud offerings designed to support the needs of U.S. government agencies. A FISMA compliant Government Cloud for Civilian Agencies and a Government Cloud for DoD built to ensure compliance with DoD Instruction 8500.2.

Enterprise Integration

Integrates RightNow with other systems, making customer knowledge available to your enterprise.

PILOTS

Test drive RightNow and quickly learn how it can benefit your agency. RightNow's innovative Pilot Program gives you the ability to use your own data to see immediate results.

FOR MORE INFORMATION

Please visit our website at www.rightnow.com or give us a call for more information.