

MORE THAN 180 TELECOMMUNICATION

companies from around the globe such as Alltel Corp, British Telecom, TDS Telecommunications Corporation, T-Mobile, Sprint Nextel, Telus, and Vodafone Pty Ltd. are using RightNow to provide superior experiences to their customers and subscribers, while saving on operational costs.

RightNow helps communications companies to reduce inbound calls and emails and so they can spend time focusing on what's important—meeting customers' needs.

Helping Customers Serve Themselves

The first step in delivering great experiences and reducing costs is to help your customers quickly and easily find answers to their questions online where ever they may be searching—even outside of your support area. RightNow provides an online knowledge foundation that automatically predicts questions and presents answers using keyword search, browse, and decision tree search.

Our knowledge foundation is self-learning and customer driven. As customers use the knowledge base and submit their questions, new or unique issues are identified and added for the benefit of other customers as well as customer service agents.

The knowledge gained from customer searches can easily be syndicated to web pages outside of the main support area, such as product pages, reseller and partner websites, commercial search engines, and more conventional access points, like help or customer support links.

Improving Contact Centers

In addition to helping customers search for answers online, RightNow enables customers to send an email, open a chat session, or call the contact center. And, all communications are preserved across all channels, so an agent can see if the customer has already emailed or called on the same question.

RightNow helps improve customer care by:

- Leveraging the insights from customer questions online to assist agents
- Empowering agents through complete visibility into customer interactions and access to knowledge to help the customer

- Gathering feedback from customers on their experience and taking immediate action
- Supporting outsourcers, blended agents, and at-home agents—one application across all support organizations provides reporting consistency and operational simplicity

Reducing Costs

RightNow has helped communications companies reduce costs by:

- Increasing customer self-service up to 97%
- Reducing inbound email by 30 – 70%
- Reducing inbound calls by 10 – 30%
- Improving agent productivity by up to 20%
- Up to 80% lower total cost of ownership

Getting there Quickly

With RightNow's on demand delivery model, you get a faster time-to-benefit, at a lower cost of ownership than traditional CRM or call center applications. The on demand model also makes it easy for you to scale for seasonal demands.

“RightNow has proven that it is dedicated to ensuring BT meets its customer commitment goals. RightNow is working with us to ensure we get the most from its customer service solutions and is flexing the product to meet our customer requirements. We are confident that we will be able to offer a superb customer experience to our customers, keeping us ahead of the competition.”

—Senior Business Director, British Telecom

RIGHTNOW TELECOMMUNICATIONS

RightNow's CRM software application platform provides functionality for customer-facing and agent-facing interactions and offers the flexibility to tailor and extend it to fit your needs..

Intuitive Knowledge Foundation

- Dynamic, centralized customer knowledge foundation.
- Fuels actionable knowledge in real time to the broad frontlines of business.
- Self-learning capabilities optimize customer interactions by anticipating and proactively addressing customer needs.
- Enables businesses to capture, interpret, act, and adapt to customer needs and wants.

Web Self-Service

Provide immediate and accurate answers to customer questions online 24x7. Your answers can include graphics, videos, and flash animations to make it even more effective.

Voice Self-Service

Answer common questions such as order status or store location immediately via the phone—without human intervention.

Email Response Management

- Immediate auto-acknowledgement and auto-response.
- Leverages central knowledge base for fast, accurate responses.
- Leverage routing rules ensure timely responses from best-suited agent.

Multi-Channel Solution

Deliver excellent customer experiences by facilitating a single, consistent dialogue between you and your customers, regardless of communication channel—phone, online, via email, web, chat, or in person.

Unified Customer Record

Capture all service, sales, marketing, and feedback interactions in a single customer record.

Incident/Case Management

Easily capture, track, route and respond to incoming customer inquiries across channels.

Embedded Knowledge Base

Empower frontline employees with access to critical customer and company information to ensure immediate resolution.

Chat

Provide customers the answers they need quickly by providing real-time chat sessions.

Co-Browse

Enable agents to share the consumer's desktop during an online chat or phone interaction.

Offer Advisor

Provide call center agents with targeted offers to up-sell and cross-sell based on customer profiles and purchase history.

Customer Surveys

- Listen to your customers throughout the purchase cycle
- Take immediate action on feedback.

Email Promotions

- Communicate with customers through email campaigns or product specific newsletters.
- Incorporate product promotions and other relevant information.

Reporting and Dashboards

Real-time, in-context information provides actionable insight into agents, customers, and business operations.

Enterprise On Demand Architecture

- Meets mission-critical enterprise standards for speed and performance.
- Fast, highly interactive interface. Scalable for robust enterprise deployments.

Computer Telephony Integration (CTI)

Drive agent productivity with full desktop telephony controls.

Enterprise Integration Framework

- Integrate RightNow within broader IT environments.
- Extends RightNow agent desktop functionality with external applications and tools through desktop add-in framework.
- RightNow Connect facilitates open integration between RightNow on demand CRM products and all corporate information assets whether in-house IT systems, other SaaS solutions, or corporate web assets, delivering timely and cost-effective integrations.

Global Solutions

Available in 33 languages and dialects, including Unicode.

Pilots

Test drive RightNow and quickly learn how it can benefit your company. RightNow's innovative Pilot program gives you the ability to use your own data to see immediate results from providing superior customer experiences.

FOR MORE INFORMATION

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

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