



ACCORDING TO FORRESTER RESEARCH, 72% OF online consumers prefer to use a company's website to get answers to their questions rather than contact companies via telephone or email—roughly half this group strongly prefers self-reliance. Unfortunately, most websites have critical flaws that prevent customers from easily getting answers. RightNow can help.

BETTER WEB EXPERIENCE DELIVERS BETTER RESULTS

RightNow CX, the customer experience suite, offers an integrated approach to the customer experience. With RightNow CX, you'll be able to provide a seamless customer experience across multiple touchpoints—from your knowledge foundation and contact center to your corporate website and community—delivering the kind of service that puts you head and shoulders above your competitors. And your customers will reward you for it. That's where RightNow Web Experience comes in.

RightNow Web Experience allows consumers to engage with you when they want, through the channel they prefer. It uses your organizations' knowledge and subject matter experts to empower consumers to research, purchase products, and resolve issues online with or without agent assistance. It also preserves interactions across all communications channels, so organizations have a single view of the consumer.

RIGHTNOW WEB EXPERIENCE APPLICATIONS

Intent Guide understands consumer intent on your website and guides those consumers to high-value interactions so you can increase conversions, drive sales, grow loyalty, and gain deeper insights.

Customer Portal provides organizations with an out-of-the-box web customer service experience that can be customized with the look and feel of your brand.

Web Self-Service empowers customers to easily find the information they need from anywhere, at any time, without the need for agent assistance.

Mobile Web Self-Service delivers self-service for smartphones and other advanced devices.

Syndicated Knowledge enables you to put self-service content on any web page, answering consumers' questions where they occur.

Guided Assistance guides customers through a trouble shooting tool to find the correct answer without agent assistance.

Chat and Co-Browse provides direct text and visual connections between your agents and customers.

Email Management supports intelligent email deflection and allows you to quickly manage inbound emails, track progress and any necessary escalations.

Customer Portal Designer allows you to extend the out-of-the-box RightNow Web Experience to further customize information and interactions to meet the needs of your consumers.

Built upon the **RightNow CX Cloud Platform**, RightNow Web Experience lowers total cost of ownership, while delivering enterprise performance, scalability, security, and integration via Software-as-a-Service.

REAL RESULTS

- Delivers a seamless customer experience regardless of where or how customers interact with you
- Matches consumer intent to highly relevant content and interactions to increase conversion rate
- Exists as a branded site of your existing website
- Supports 33 languages and dialects with one solution set
- Provides more information and self-service tools to customers who want it
- Enables customers to seamlessly transition from web self-service to assisted email, chat, co-browse, and phone agents
- Makes it easy for customers to find the answers they need—across the communication channels of their choice

FOR MORE INFORMATION

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