



RIGHTNOW ANALYTICS PROVIDES ACTIONABLE insight empowering the frontlines to make better and quicker decisions. Fully integrated across all RightNow products, RightNow Analytics delivers full visibility across all customer touchpoints spanning customer service, sales, marketing, and feedback functions, and across all interaction channels, by capturing, organizing, presenting, and disseminating real-time actionable knowledge with speed and flexibility. The result? A better customer experience, improved understanding of customers, increased operational efficiency, and superior business performance.

RIGHTNOW ANALYTICS

Immediately capture insight into organizational performance with an extensive library of pre-built, role-based analytic dashboards and reports for each RightNow application. Customize any pre-built analytic as needed to tailor it to your business needs. RightNow Analytics provides real-time insight to your employees, so they can make smarter, timelier decisions that directly impact business performance.

Customer Service and Support Analytics

Gauge the quality of customer experiences and measure customer satisfaction with deep, pre-built service and support analytics.

Marketing Analytics

Gain deeper insight into the performance of marketing campaigns and how those campaigns are driving leads, reaching customers, and ultimately driving sales.

Sales Analytics

Provide granular, real-time visibility into your pipeline—allowing you to more accurately forecast revenue and take proactive steps to accelerate pipeline velocity. You can monitor sales performance, analyze sales process efficiency, predict customer behavior, and even provide real-time insights to your frontlines.

Customer Feedback Analytics

Increase customer advocacy and improve your products, services, and processes with pre-built customer feedback analytics.

CUSTOM ANALYTICS DESIGN CENTERS

Create custom analyses targeted to your organization's unique needs with RightNow's custom analytics design centers. Create role-based dashboards and reports from scratch, or modify pre-built analyses.

Custom Report Design Center

Easily create customized role-based analytic reports with intuitive drag-and-drop graphical report design tool.

Custom Dashboard Design Center

Quickly organize reports into meaningful role-based customized dashboards with drag-and-drop graphical dashboard design tool.

ADVANCED ANALYTIC CAPABILITIES

Leverage advanced analytic capabilities to immediately understand and intelligently act on critical organizational insight for improved decision-making.

Scheduled Reporting

Ensure key personnel consistently have the latest information by automatically scheduling the execution and delivery of reports.

Exception-Based Alerts

Proactively identify problems or exception conditions with rule-based alerts for immediate action and resolution.

Historical Trending

Exploit historical and comparative knowledge for more accurate prediction models.

Robust Data Drilling Capabilities

Uncover underlying causes of performance or trends by drilling down, in, or across to additional levels of analytic detail. You can drill from reports to dashboards, drill across to reports referencing related data sets, build destination reports once and reuse, and build conditional report links for more efficient report development, better reporting performance, and extended insight for better decision making.

Advanced Charting

Extensive library of customizable charts and charting options presents the right information in the most understandable and impactful manner.

Customized Output

- Easily view, print, forward, publish, or export analyses to third-party applications.
- Export to PDF, HTML, Microsoft Excel delimited, Microsoft Excel formatted, XML, Image, or delimited formats.

Data Toolbar

- Empower end-users to fine-tune a report on their own without IT or analyst support.
- Change sort ordering, displayed fields, slicing, filtering, roll-ups, cross-tabs, and more.

RIGHTNOW SOLUTION OVERVIEW

THE RIGHTNOW SOLUTION

Intuitive Knowledge Foundation

- Dynamic, centralized 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

Enterprise On Demand Architecture

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

Comprehensive and Powerful Analytics Solution

- Delivers real-time reporting from operational systems
- Leverages a data warehouse for advanced analytics and trending
- Combines RightNow data with other enterprise data to extend business insights
- Delivers fast, high performance analyses for enterprise scalability
- Delivers easy-to-use, ad-hoc analyses capabilities for business users
- Simplifies deployment, eases administration, and reduces costs with a single, automated platform
- Delivered from the cloud for rapid time to value
- Built and designed from the ground up for multi-tenant on demand solutions, which deliver greater performance, flexibility, and customizability

Proactive Customer Outreach

- Multi-stage, multi-channel campaign management
- Run sophisticated multi-stage campaigns across multiple channels
- Personalized, targeted messages improve relevancy to recipient to achieve greater response rates and campaign effectiveness
- Monitor, track, and analyze end-to-end campaign performance and key performance indicators such as campaign ROI

Powerful Voice Solution

- Pre-packaged, self-service speech applications enable callers to easily find information in the knowledge base, get status updates, take a survey, or locate a retail store without the help of an agent
- Speech-driven, intelligent call routing capabilities to the correct agent, queue, or self-service application

- Automatically identify, capture, and display contact information on calls routed to agent
- Pass data collected in the IVR transaction into an incident that can be popped as the call is transferred to an agent
- Enables customers to create incidents over the phone without agent assistance

ONE CONSOLIDATED APPLICATION

One consolidated console for all RightNow applications. Blended agents increase productivity using one common application console across all functions and activities.

Dynamic Agent Desktop

- Powerful graphical business process designer to easily design optimal agent assisted customer experiences
- Changes can be made in minutes, not months, to quickly adapt to changing customer needs or business conditions
- Highly configurable user workspace with easy-to-use, drag-and-drop screen layout editor
- Ability to create role-based profiles for maximum user adoption and productivity
- Dynamic workspace automatically updates based on actions taken by an agent or information known about a customer
- Provides the right information in the right context at the right time

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

Multi-Currency Support

- Multiple currencies support global operations
- Track exchange rate trends
- Accurately forecast using the default currency of each user

FOR MORE INFORMATION

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

US Corporate Headquarters
Toll Free 1-877-363-5678
+1-406-522-4200

European Headquarters
+44 (0) 1628 511900

APAC Headquarters
+61 2 8198 1300

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