



**MANY ORGANIZATIONS TODAY ARE LITERALLY FLOODED** with emails. These are important communications from your customers, but tracking and responding to them can be taxing, straining resource-strapped contact centers and frustrating customers. RightNow Email Management helps you stay ahead. Track responses, automate answers from the knowledge base, escalate highly emotional emails—your agents and your customers will thank you for it.

## INQUIRY MANAGEMENT

### Auto-Acknowledgement

Immediately confirms receipt of inquiry and sets response-time expectations for customer.

### Intelligent Auto-Response

Fast, prepared responses to commonly asked questions, reducing the number of inquiries agents handle.

### Auto-Suggested Solutions

- Incoming inquiry is analyzed and an automated, accurate reply is quickly sent containing links to relevant answers in the knowledge base.
- Results in first-touch resolution before it ever enters the agent queue.

### Agent Assistance

Assists agents in responding to new or unique issues by automatically suggesting possible answers based on the content of each customer inquiry.

### Agent Response

Agent productivity is increased with access to standard response templates and access to the knowledge base.

### Business Rules

Efficiently manage incoming email and webform flow by automatically assigning inquiries to the appropriate agent on the basis of content, time, customer type, and even emotional level.

### Escalation Rules

Notify managers and trigger follow up to help meet response commitments or provide special handling of priority customers.

### Webforms

Flexibility to receive customer inquiries via email or webforms.

### Support Contracts and Service Level Agreements

Set and measure service expectations for both customers and staff. Features include incident entitlement, privileged access, and response requirements.

### Entitlement

Speed and quality agreement defined by the service contract.

## SINGLE, INTEGRATED KNOWLEDGE BASE

### Knowledge Base

- Integrated across communication channels and driven by customer interactions.
- Automatically learns and adapts to ensure content remains accurate and relevant.
- Presented to customer in the form of suggested solutions based on content analysis of email inquiry.
- Utilized by agents to quickly respond to inquiries and capture new issues.

## TRACKING

### Incident Number Assignment

Unique reference number assigned to each customer inquiry.

### Threaded Conversation

Capture multi-channel communications in a single customer record.

### Customer History

Personalize your responses based on customers' previous interactions.

### System Alerts

Escalation rules facilitate service level management.

## CUSTOMER MANAGEMENT

### Incident Management

Capture and track each interaction in the customer's record, regardless of the channel.

### Consolidated Customer Data

Access consistent and current customer information captured across multi-channel interaction points.

### Real-Time Information

Increase customer satisfaction and save processing time by providing agent with complete customer interaction history.

### Globalization

Global platform allows for ease of deployment in 33 languages and dialects, including Unicode.

## FOR MORE INFORMATION

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