



RIGHTNOW FEEDBACK MAKES IT EASY TO LEARN

what your customers really think—by asking them proactively at the appropriate time and in a relevant way. The resulting feedback helps your organization understand the customer voice to improve the customer experience and to increase customer loyalty.

RightNow Feedback empowers companies to easily create and distribute compelling surveys to targeted audiences. Our powerful analytics capabilities provide multiple options for analyzing, understanding, and routing feedback to individuals or departments in order to act on the customer voice and complete the feedback loop.

RIGHTNOW FEEDBACK PRODUCT CAPABILITIES

Multi-Channel Customer Feedback

- Capture real-time customer feedback from multiple channels: web, email, voice, and chat.
- Get a consolidated view of all customer feedback—regardless of the channel.
- Assess customer experience on a channel-by-channel basis.

Targeted Feedback Capture Methodologies

- Select from broadcast, transactional, or website link surveys to solicit the most useful feedback for business scenario.
- Broadcast surveys capture feedback from selected audiences via targeted invitation.
- Transactional surveys capture feedback following an event, condition, process, or customer action.
- Website link surveys capture feedback from website visitors.

Audience Targeting and Segmentation

- Strategically identify and segment target audiences with advanced, multi-dimensional audience segmentation.
- Create new segments, reuse segments created with RightNow Marketing, or use lists from external sources.

Touch Management

- Keep your best customers loyal by tightly managing customer touches.
- Recency and frequency analysis prevents over-communicating.
- Maintain customer goodwill by honoring global opt-in, opt-out, and suppression lists.

Survey Invitation Designer

- Increase survey response rates with compelling, relevant invitations.

- Create rich, attractive survey invitation messages with a full HTML message editor.

Cloud Links

- Easily include a link from an outbound email or survey to a variety of social networks to encourage recipients to share or become fans/followers of your organization.
- Spread the word to attract a new generation of customers and employees who utilize social network sites.
- Differentiate and demonstrate willingness to provide service and gather feedback in the customers' channels of choice.
- Gain visibility into customers who use these links to share, tweet, become a fan, or join a group.

Survey Question Designer

- Design attractive, relevant surveys to maximize responses.
- Easy-to-use graphical survey design tool creates rich HTML surveys.

Proof Testing

- Test survey internally before formal launch to avoid surprises.
- Validates that survey content, as well as look and feel are correct.
- Receive and document formal sign-off from managers.

Survey Launch and Delivery Management

- Deliver surveys to the right audience at the right time.
- Send surveys immediately or schedule for a future date.
- Suspend, revise, and resume survey as needed, or cancel it altogether.

Feedback Capture

- Take the audience's "feedback fingerprint" in real time.
- Manage feedback strategically by consolidating all survey responses captured across all channels, touchpoints, departments, and functions.

Emotion Detection and Topic Monitoring

- Patented AI SmartSense technology measures how your customers feel about your business.
- Automatically applies an "emotional" rating to customer survey responses.
- Topic monitoring classifies customer sentiment into specific categories so organizations can take immediate action.

Response Routing and Action

- Intelligently act on completed surveys with routing and workflow rules.
- Close the feedback loop with immediate follow-through.

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

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