



## ARE YOU FACING RISING EMAIL AND CALL VOLUMES?

Tasked with improving the customer experience while driving down costs? Consider web self-service. Your customers will appreciate the freedom to find answers at their convenience, and your contact center will also feel the difference. One of our customers, iRobot, achieves a 97 percent web self-service rate—meaning that their customers are almost always able to find answers to their questions without the need to talk to an agent. Not only does this lower costs to iRobot, it also provides a quick, hassle-free customer experience 24/7.

### Service is the New Sales

A reputation for excellent customer service differentiates your brand and drives revenue. The highest form of service is when we sell something to someone based on a real need. RightNow can help transform your online self-service into a highly interactive, branded customer experience. RightNow Web Self-Service pushes relevant knowledge out to where your customers need it, and harnesses external Web 2.0 knowledge assets that your customers are using to make decisions.

### Leverage Web 2.0 Interactivity with the Customer Portal

At the core of RightNow Web Self-Service is the Customer Portal, which delivers out-of-the-box best practices for web self-service. Combined with the ability to infuse external Web 2.0 “widgets” such as GoogleMaps, forums, and videos, the Customer Portal provides a highly interactive, rich customer experience. And the Customer Portal enables you to quickly and easily overlay your corporate brand elements so your customers will clearly associate the quality of the experience with your brand.

### Get in Front of Your Customers When They're Making Decisions

RightNow enables you to “syndicate” the content of your knowledge base to pages beyond the support section of your website, such as your product pages, reseller and partner websites, and commercial search engines like Google and Yahoo. This not only makes information more readily available to your customers, but also improves your search engine optimization (SEO).

### Smart Self-Service

Companies that want to deliver great customer experiences need to make their knowledge base content accessible—as well as relevant and fresh. RightNow’s patented approach automatically predicts questions and presents answers. The knowledge base is also accessible through keyword search, browse, and decision tree search. As customers use the knowledge base and submit their questions, new or unique issues are identified and added to the knowledge base for the benefit of other customers and your agents. The answers presented to customers are organized dynamically, based on their usefulness and effectiveness.

The approach automatically ensures the most relevant and timely information is presented first, removing a level of maintenance in the knowledge base. This patented technology is one of the reasons why RightNow has won the Nucleus Research Technology ROI award five consecutive times.

### Benefits

- Substantial contact center cost reduction
- Highly effective 24/7 self-service
- Optimized visibility into customer issues
- Improved customer experience

“RightNow enables us to get the most value out of every communication channel and every contact center agent. It provides a complete, well-automated environment for getting customers the information they need, when they need it—while at the same time providing us with rich insight we need to ensure that all of our business decisions are truly customer-driven.”

— Maryellen Abreu, Director of Global Technical Support, iRobot

# RIGHTNOW WEB SELF-SERVICE

## WEB SELF-SERVICE FEATURES

### Customer Portal

Easily create, deploy, and modify a highly interactive, branded online customer experience, including Web 2.0 information assets such as video, Flash demos, and maps.

### Intelligent Knowledge Base

Integrated across communication channels and driven by customer interactions. Automatically learns and adapts to ensure content remains accurate and relevant. Knowledge base answers are presented to customers in the form of suggested solutions based on content analysis of the customer's inquiry.

### RightNow Voice

Phone access to knowledge base provides consistent answers across channels and addresses customer needs on the spot without involving a live agent.

### SmartAssistant

Provides customers or agents possible solutions to a question or issue based on the current session history or the keywords in an incident's discussion thread.

### Intelligent Auto-Response

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

### Google Integration (Sitemap Support)

Search engines like Google and Yahoo can spider your public knowledge base content, enabling customers to find relevant knowledge base answers through search engines.

### Syndicated Knowledge Widget

Display relevant knowledge (outside of your support area) where and when buyers are deciding if they want to do business with you—such as the product pages of your website or even distributor and reseller sites. The Syndicated Knowledge Widget is context sensitive, so knowledge content is automatically segmented to display only what is appropriate to the web page content and is easily maintained and deployed without hard-coding to seamlessly support dynamic content updates.

### Answer Feedback

Allows end-users to provide feedback on answers that don't completely answer their questions. An incident is then created and can be quickly managed by agents.

### Partner Portal

A segmented, self-learning knowledge base to access partner-related materials, maintain answers to frequent partner questions, and allows for easy search for content, answers, and products.

### Location Management

Provides quick and accurate responses to location related questions.

### Web-Based Administration

Easy-to-use administration tools and web-based interface make ongoing maintenance a snap.

### Security

Provide staff members with specific permissions, access, and approval levels.

### Globalization

Global platform allows for ease-of-use deployment in 33 languages, including Unicode.

## FOR MORE INFORMATION

Please visit our website at [www.rightnow.com](http://www.rightnow.com) or give us a call for more information.



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