

CRM MAKES A COMEBACK WITH RIGHTNOW CRM 7.0

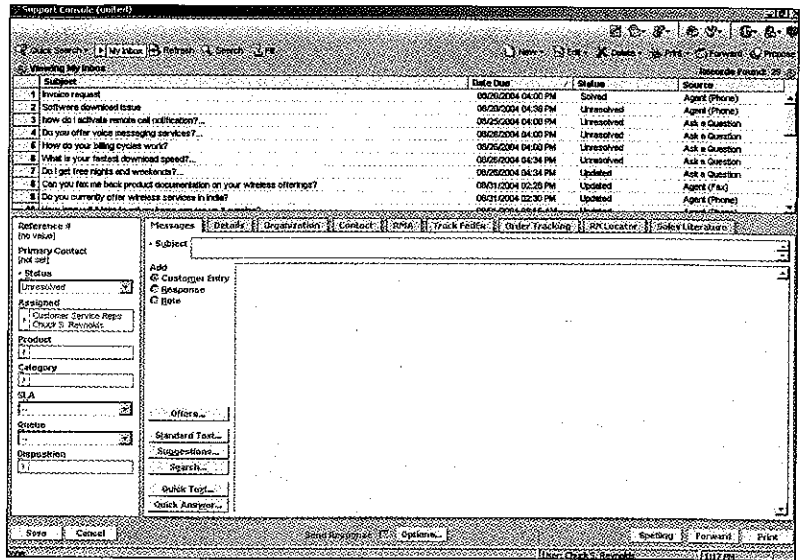
RightNow Technologies' (Bozeman, MT) **RightNow CRM 7.0** is a significant release, comprising standalone service, sales and marketing modules that share one analytics engine.

The module that's most directly relevant to call centers is RightNow Service. What makes this module stand out is a built-in advisor. In addition to guiding agents through answering customers' questions, the advisor suggests additional items that may interest customers beyond what they're asking about.

Like many multimedia routing tools, RightNow Service generates screen pops with incoming calls, and lets agents view customers' online communication. The software also enables you to build knowledge bases, which help customers find answers to questions on their own, and which agents can consult as they communicate with customers.

RightNow Service ties in with RightNow Marketing, so that agents can look up information about customers who respond to surveys or who register for events. If you conduct outbound telemarketing, online promotions or direct mail campaigns, RightNow's marketing module includes a workflow editor that lets you trigger calls or e-mail messages to customers as soon as they indicate interest in your company, such as when they download documents from your Web site. RightNow Service can also work with RightNow Sales, which similarly allows you to define workflows when you qualify and follow up on leads, whether you sell directly or through partners.

Pricing for RightNow Service starts at \$50,000 for 25 users for a



RightNow's CRM suite includes a service module, shown here, with a knowledge base that advises agents not only on how to answer questions, but also on how to cross-sell and upsell.

two-year license, where users refer to agents, managers or administrators. This cost includes technical support for the software, but not implementation or training. RightNow primarily delivers the software through hosting, but also lets you implement CRM 7.0 on-site. **877-363-5678/406-522-4200, www.rightnow.com**

NEW AND IMPROVED FROM CONCERTO

Following on the heels of its merger with Rockwell last year, **Concerto Software** (Westford, MA) released **FirstPoint Enterprise 10.0** and **Conversations 6.0**, new versions of two of the key components of the Concerto Enterprise Suite for call centers.

The Concerto Enterprise Suite has a modular architecture that enables you to purchase individual software components. The Suite includes software for automatic call distribution (ACD), predictive dialing, interactive voice response (IVR), workforce automation, Internet-based communication (includ-

ing e-mail, chat, and Web callback), analytics, campaign management, virtual inbound, agent scripting, and inbound callback. The company separately sells Concerto Unified Edition, an offering for organizations requiring a complete system on a single platform.

FirstPoint Enterprise 10.0 provides ACD, intelligent routing, and queue optimization for both TDM and IP call center environments. The package is built around the Spectrum ACD platform, which Concerto acquired when it purchased Rockwell FirstPoint Contact last year.

In the new version, Concerto has added the ability to track a caller's contact history, system-wide monitoring to manage components across single or multi-site environments, and additional reporting for implementations across multiple sites. Version 10.0 is integrated with Concerto's performance optimization products, including RightForce workforce management, Optimizer outbound scheduling, and Analyzer performance measurement and analysis tools.