

RightNow® August '08 Capabilities and Benefits

Capability	Description	Business Value
Customer Portal	RightNow's next-generation customer self-service portal that delivers a superior online service experience while reducing costs	<ul style="list-style-type: none"> • Easily brand and personalize the web self-service experience • Infuse interactive Web 2.0 information resources that your consumers use to make informed decisions—forums, video, maps • Leverage out-of-the-box best practices for online customer self-service
Co-Browse	Ability for a consumer to grant an agent permission to share the consumer's desktop during a chat or phone interaction. Examples: resolving a problem, filling out a form, or making an online purchase	<ul style="list-style-type: none"> • Delivers a great online experience by providing consumers hands-on agent assistance whenever they need it • Improves first contact resolution rates and avg. time-to-resolution • Helps drive revenue by guiding the online purchase process
Guided Assistance	Ability to walk an agent through a series of questions to troubleshoot and reach an appropriate answer in the knowledge base	<ul style="list-style-type: none"> • Improves first contact resolution rates and avg. time-to-resolution • Provides answer consistency across agent pool regardless of skill level • Improves the customer experience by enabling faster resolution, fewer transfers
Chat		
Proactive chat	Dynamically offers real-time chat sessions to consumers, based on definable criteria	<ul style="list-style-type: none"> • Improves online self-service success and reduces phone escalations • Enhances the customer experience
Send HTML/XML within chat response	Agent can send "raw" HTML/XML text within a chat response	Improves troubleshooting - consumer can copy/paste it into another application
Chat return to queue	Agent can send chat requests back to queue when he/she doesn't respond within a specified time period or manually declines the chat request	Automates the chat agent's business practice
Feedback Survey by Proxy	The ability for an agent to take a survey on behalf of a contact within their OnDemand Desktop workspace	Effectively adds a new channel for gathering customer feedback
RightNow Connect Desktop Add-In Framework	Ability to add custom .NET components to the RightNow on demand agent desktop. Components may be added as a new navigation item in the nav bar that will invoke custom UI as well as interact with external systems	Easier and more seamless integration of external information from 3 rd party applications into our on demand agent desktop

Campaign Designer Usability Improvements	Various UI updates of our Campaign Designer based upon the new windows workflow foundation to improve usability	Improved usability and consistency across applications
Installation Improvements	Improvements to the Smart Client Setup Wizard allow installation of a new version of the Smart Client without uninstalling a previous version. After a server upgrade, the Smart Client knows to run the latest version at login time	Reduces downtime between upgrades by allowing the installation of a test upgrade site so testing can occur before upgrading