

PRODUCT REGISTRATION

Product Registration gives companies the ability to increase their customer product registration rates, as well as provides customers with more intuitive tools to quickly find relevant support information and submit incidents. By applying Web 2.0 technology to the decades old challenge of collecting registration information, companies now have the ability to remind customers to register purchased products through the “Nudge Widget.” The reminder message inside this widget will change based on whether the customer is logged-in, and whether they have registrations. Once customers have registered products, they will have the ability to easily search for answers and open incidents for their registered products. Additionally, it gives agents the ability to see what products customers have registered within the agent desktop. Product Registration gives companies greater ability to connect with their customers.

- Nudge widget - reminds customers to register their purchases upon log-in
- Ability to capture multi-level, multi-product registration data
- Customers can search knowledge base answers by products registered
- Customers can easily create incidents by products registered with pre-populated product information, creating a seamless customer experience
- Ability to integrate registration event with targeted marketing campaigns
- Data available for analytics, including marketing/feedback segmentation

FEEDBACK MATRIX QUESTIONS

In addition to text and choice questions, you now have the ability to add survey questions to a questionnaire in a table-like format. With this expanded format addition, you can ensure a better customer experience and improve feedback usability for customers.

You can specify the following:

- Output type (radio or checkbox)
- Number of options which can be selected (only available for checkbox output type)
- Whether a question is required
- Block of question text that will precede the matrix

ENTERPRISE CTI INTEGRATION – OPENMETHODS SOFT PHONE MEDIA BAR (DESKTOP ADD-IN)

This partner solution integrates RightNow’s on demand agent desktop with a third-party telephony and media server to allow control of external media channels (e.g. voice calls, email). This provides faster, better service to your customers by empowering your agents with timely information at the start of a customer conversation.

- Routes and controls both telephony and multi-media channels
- Utilizes embedded application toolbar via Desktop Add-In Framework for tight desktop UI integration
- Leverages advanced RightNow features such as contextual workspaces and agent scripting to increase agent efficiency
- Seamless transition from self-service to agent-assisted service
- Provides better service at lower costs

CITRIX XENAPP SUPPORT

The RightNow on demand agent desktop will be supported in implementations using Citrix XenApp as a means of delivering the RightNow application to the agent desktop, extending agent desktop hardware lifecycle without costly upgrades. The ability to handle application installation and administration in one single location helps ensure ease of management, increased security, and control over remote deployments.

KNOWLEDGE BASE LINK VALIDATION

Ability to validate answer links and external links within open answers. This ensures accessibility and improves efficiency of content management.

- Validate external links as well as answer links that aren’t publicly accessible
- Ability to edit the links from the check link dialog to correct errors
- All links in an answer can be validated with a single click

FEBRUARY '09 CAPABILITIES AND BENEFITS

PCI COMPLIANCE FOUNDATION - ENHANCED PASSWORD ENCRYPTION

This is part of the PCI compliance efforts. PCI compliance is the growing standard compliance required by customers to ensure maximum security of customer information. Password will be encrypted on the Customer Portal side as well as on the agent side.

- Compliance with government mandated legislation and regulations
- Required to meet the PCI compliance process

OUTLOOK EMAIL INTEGRATION FOR SERVICE

From an Outlook email

Agents can now create a new incident or append email to an incident to save time and avoid data entry errors. You can currently synchronize the following from an Outlook email:

- Incidents (new)
- Contacts (existing capability)
- Organizations (existing capability)
- Opportunities (existing capability)

Incident Reference # Smart Tags

Automatically recognize incident reference numbers within Outlook emails and provide an option to automatically open that incident if the user is already logged into the RightNow System, saving time for agents.

MARKETING AND FEEDBACK IMPROVEMENTS

Email Recency/Frequency by Interface

If enabled, both recency and frequency calculations will only count sent transactions on the current interface when determining whether the email should be sent according to prior communications with the contact.

Email Recency/Frequency by Channel

If enabled, both recency and frequency calculations will only count transactions consistent with the current channel (Marketing or Feedback) in use.

These two configuration settings allow more flexibility when managing customer experience and prevent over-communications to customers.

CALL CONTEXT ACROSS ALL VOICE APPS

The ability for the individual voice applications to share data as the caller traverses across multiple voice applications to create a superior customer experience that uses data from one application in any subsequent application chosen by the caller. Information gathered during any voice self-service session will be immediately available to any other voice self-service application that the caller may transition to.

EMAIL UNSUBSCRIBE IMPROVEMENTS

List Unsubscribe Headers

More ISPs, like Hotmail, now recommend having List Unsubscribe Headers. Recipients see an Unsubscribe button they can click if they would like to automatically stop future messages. This ensures better customer experiences by not forcing customers to scroll to the bottom of an email to unsubscribe and increased email deliverability and reputation as less customers flag your communications as SPAM.

One-Click Unsubscribe

When creating an unsubscribe link within RightNow Marketing and Feedback, there is now a new option, "One-Click" unsubscribe, in addition to "Prompt and Then Set Field," and "Set Field and Then Prompt." This is a practice recommended by CAN-SPAM compliance and provides customers a better experience if they want to quickly unsubscribe from a list.

EXPANDED CHAT ANALYTICS

The addition of two standard chat reports to provide increased business intelligence.

Chat Queue Statistics

Report includes key metrics and performance indicators to improve channel management. This report provides both snapshot data and cumulative view of current status and workload broken down by queue, queue activity, and SLA attainment over a configurable historical period.

Chat Agent Statistics

This report provides both snapshot of current status and cumulative view and workload broken down by agent, queue activity, and SLA attainment over a configurable historical period.