

RightNow May '08 Capabilities and Benefits

Capability	Description	Benefit
<u>Feedback Capabilities:</u> Feedback for chat	Tightly-integrated surveys within the RightNow Live chat application <ul style="list-style-type: none"> • Control offer frequency (daily, monthly, etc) • Control offer delivery based on survey response • Prepackaged Feedback analytics 	<ul style="list-style-type: none"> • Better measure chat channel effectiveness • Gain deep insight into online customer experience • Quickly act on real-time customer sentiment for ongoing service improvement
Emotion-driven Workflow	SmartSense emotion score of a free text survey question can immediately and automatically trigger an action to take place.	Immediate action drives continuous customer experience improvement
Customer Portal Beta	Beta program for a new web customer portal designed to enable consumer-centric organizations to easily brand, customize, and enrich the online customer support experience. Planned August '08 GA.	Provides a superior online customer experience by enabling consumers to quickly and easily achieve their specific support goals
NIST certification	NIST Federal Desktop Core Configuration (FDCC) certification	Full compliance with U.S. Fed Gov required NIST standards
Multi-select workspace field properties	Ability to set properties for multiple fields all at once including required status, font, size, column span, accessibility, spell check, etc.	Dramatically improve admin efficiencies when creating or modifying workspaces
Expanded admin reports	Products, Categories, Dispositions: <ul style="list-style-type: none"> • Understand how products, categories and dispositions are used • Use Report Designer to quickly create a list of dispositions, products or categories • Understand relationships to other objects such as incidents Profile and Nav Set management: <ul style="list-style-type: none"> • Understand who has access to which navigation sets • Understand which workspaces and/or reports are used in which navigation sets 	<ul style="list-style-type: none"> • Improved insight and maintenance for administrators • Improved admin productivity
Expanded platform support w/ .NET 3.5 Framework	.NET 3.5 Framework upgraded from 2.0 to 3.5	Customers using 3.5 .NET Framework no longer need to install two versions of the .NET Framework