

RIGHTNOW ENTERPRISE ANALYTICS

Provide advanced analytics and business insights leveraging an on demand data warehouse, extending operational reporting capabilities provided by RightNow Analytics. RightNow Enterprise Analytics provide advanced, actionable insights to better manage your business, leveraging a single automated solution platform that simplifies deployment, eases administration, and lowers costs.

- Provides deeper, faster, broader insights across the entire business
- Provides advanced historical trending and metrics, time-slice, and predictive analysis at a fraction of the cost of traditional on-premise business intelligence solutions
- Delivers high performance reporting & analyses for enterprise scalability
- Captures snapshots of the business over time to highlight process effectiveness and related trends
- Delivers from the cloud for rapid time-to-value and instant scalability
- Pre-configured for RightNow Service and selected RightNow Feedback analytics on RightNow data
- Combines RightNow data with other enterprise data for extended insights (Professional Service Engagement Required)
- Delivers easy-to-use ad-hoc analysis capabilities for business users

CLOUD MONITOR

RightNow Cloud Monitor helps organizations follow relevant discussions on social networking sites, such as product endorsements or service complaints. Most importantly, Cloud Monitor enables you to determine actionable next steps based on the information gathered, for example, proactive outreach or the creation of a support case to solve a customer's problem.

- Monitors Twitter and YouTube for conversations that are occurring related to your products, services, or organization
- Identifies sentiment through RightNow's patented SmartSense emotion detection capability, allowing you to focus and prioritize on the most important postings
- Engages customers proactively in the social cloud

- Integrated across the full RightNow CRM suite
- Supports end-to-end cross-channel customer engagement via social sites, search, email, phone, customer portal, and chat

CLOUD LINKS

The ability to easily include a link from an outbound email or survey to a variety of social networks to encourage recipients to share or become fans/followers of your organization. Using Cloud Links, you can easily spread the word to attract a new generation of customers and employees who utilize social networking sites.

- Differentiate and demonstrate willingness to provide service and gather feedback in the customers' channels of choice
- Gain visibility into customers who use these links to share, tweet, become a fan, or join a group

The social networks available in this release include:

Facebook

- Share a Link
- Go to Event page
- Go to Group page
 - Become a Fan

Twitter

- Tweet
- Go to Company's page
 - Follow

LinkedIn

- Go to Group page
 - Join Group

YouTube

- Go to Company's channel
 - Become a subscriber of company channel

Flickr

- Go to Group pool
 - Join this Group

MAY '09 CAPABILITIES AND BENEFITS

DEDICATED GOVERNMENT HOSTING FOR U.S. DOD AND CIVILIAN AGENCIES

Dedicated hosting environments for RightNow CRM that meet the stringent security requirements of the U.S. Department of Defense (DoD) and other civilian government and intelligence agencies. Two offerings are available: a dedicated hosting center for Federal Civilian Agencies, and a SaaS CRM DISA hosted solution for DoD. Now government agencies can take advantage of all benefits of a SaaS solution that meets government specific compliance and auditing requirements.

ENHANCED ANALYTICS - DRILL THROUGH

Empower user to drill from reports to dashboards, and to a broader set of reports. This new capability extends insights for better decision making and simplifies report design. Analytics users can develop reports more efficiently and have more flexibility exploring root causes, trends, and KPIs with better reporting performance.

- Drill from reports to dashboards
- Drill across to reports referencing any related data set
- Build destination reports once and reuse
- Build conditional report links

ENHANCED .NET DESKTOP ADD-IN FRAMEWORK

Enhanced ability to integrate with external systems via .NET desktop add-ins and desktop rules (workspace or scripting). This richly enhances agent desktop rules for scripting and workspaces by enabling logic and actions based on any external system such as business rules engines, predictive analytics, external data, and web services.

- Any rule (workspace or scripting) can interact with external systems via a desktop add-in
- Add-ins can be used as a “rule condition” allowing branching decisions based on external systems and data
- Add-ins can be used as a “rule action” triggering external behavior based on branching decisions within a script
- Workspaces can also use add-ins to drive rules and actions via external systems

COMMUNICATION CONTROL RIBBON WITH PRELIMINARY SCREEN-POP

Improve usability and agent productivity with a user interface that conforms to Microsoft Ribbon UI. Preliminary Screen-Pop allows agents to begin productive call at call arrival without waiting for initial calling information. Includes information such as:

- Customer phone number
- Dialed DNIS / 800#
- Identification of queue and/or department called
- Customer name, when available
- IVR attached data, when available

BOOMI SAAS DELIVERED DATA INTEGRATION (PARTNER)

An easy-to-use and easy-to-deploy integration solution for on demand and on premise applications. Provide pre-packaged connectors to over 40 data sources and applications and begin integrations right away with minimal impact on IT resources and capital expenditure. Great value as you only pay for the connections you deploy. You can increase agent productivity by providing a more unified view into customer data (from orders management, SFA, and other relevant applications).

- Build, deploy, and manage data and applications connections directly from a web browser with no coding
- No software packages or appliances to install
- Connect any combination of SaaS applications and on-premise applications with unprecedented ease

CTI INTEGRATION - THROUGH PARTNER (INTERACTIVE INTELLIGENCE, INC.)

A desktop add-in that provides a soft phone call control and configurable screen pop capabilities within the RightNow agent desktop and universal queuing and routing of phone calls via I3's CIC (Customer Interaction Center). This increases agent productivity, reduce agent training time/costs, and improve customer experience.

- Embedded agent call control soft phone within the RightNow agent desktop

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MAY '09 CAPABILITIES AND BENEFITS

- CTI screen pop capabilities
- Screen pop configuration tool that controls what information is displayed for the agent
- Customizable agent-status
- Integration with I3's CIC (Customer Interaction Center) which delivers skills-based, multi-channel queuing and routing of phone calls
 - Integrates with existing TDM/IP PBXs or switches

ENHANCED FEEDBACK - SURVEY RESPONSE EXCLUSION

- Ability to select a survey response to be excluded from all reporting for more accurate reporting
- In analytics, a user with profile permissions can select certain responses that are not relevant or duplicated to not be included in the analysis of the results

ENHANCED MARKETING - EXPANDED BOUNCE MANAGEMENT

A system-wide and more detailed handling of bounced emails that improves email deliverability and delivers more accurate and detailed reporting with no need to upgrade, as this enhancement is system-wide and not version specific.

Deeper classification of bounce messages that enables more visibility into reasons why emails bounce. The buckets include:

- **Content Blocks** - Blocked due to their content
- **Sender Blocks** - Blocked due to the sender's reputation
- **General Blocks** - Blocked where the reason for the block is unclear
- **Soft Bounces** - Emails that were returned because of a temporary problem with the recipient's mailbox
- **Hard Bounces** - Emails that were returned because of a permanent problem with the recipient's mailbox
- **General Bounces** - Emails that were returned due to technical problems
- **Unknown Bounces** - Emails that were returned for reasons that are unclear

Any changes in handling of bounces independent of release schedule as it is now system-wide.

ENHANCED HTML EDITOR

HTML editor enhancements to make the HTML – WSIWIG editor easier to use. Three main areas were addressed:

- Memory consumption – processor utilization
- Application crashes
- Tidy HTML cleaning - a new configuration setting which will allow customers to effectively turn off the cleaning bypassing the effects of Tidy. It still requires a valid XML document.

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