

RightNow Support Community

Improve the customer experience while reducing support costs.

- Provide a peer-to-peer support alternative (1:1 resolution)
- Resolve customer care requests within the community (1:N resolution)
- Facilitate users with similar interests to connect/ask questions
- Get insight into product and service issues before support issues arise
- Address content gaps and create reusable knowledge

RightNow Innovation Community

Reduce product development costs and increase revenue.

- Millions of customers have insight you need to surface
- Accelerate product innovation cycles
- Uncover new business opportunities
- Get customer insights and feedback on demand

RightNow Social Experience Designer

Drive customer engagement and loyalty to increase customer loyalty, reduce churn, and get more value from your marketing spend. You can fuel word of mouth to attract new business and leverage data to improve campaigns.

- **Granular Permissions** to define member powers for groups and individuals
- **Do-It-Yourself Configuration**, so no IT required to create applications, expand the community, and manage the platform
- **Unmatched Flexibility** to fine tune for optimal engagement and a perfect fit for your business needs
- **Powerful Reputation Engine** with action-based reputation management to encourage certain behaviors and granular reputation level control
- **Unlimited Possibilities** with rich library of community applications, plus the tools to expand, create, and customize

RightNow Communities Integration

Integration between the RightNow Social Communities and RightNow CX for improved customer experience, allowing agents to efficiently/effectively engage in community conversations, improving call deflection by tapping into the wisdom of crowds and expanding and improving knowledge foundation.

- Single sign-on support between Communities, Customer Portal, and the RightNow agent desktop
- View and search for Community posts/topics within Customer Portal
- Search for Community posts/topics with the RightNow agent desktop while viewing incident
- Automatically create incidents for aged Community posts that are unanswered
- Ability for RightNow Social Moderators to create incidents from a Community post
- Community visitors can ask for assistance by creating a RightNow incident within the community
- Addition of community sourced Questions and Answers with the Support Community

Cloud Monitor Improvements

Agent-facing efficiency and usability improvements for Cloud Monitor:

- **Stored Searches:** Ability to stored search terms and sources
- **Scheduled Searches:** Ability to specify a recurrence schedule and agent notifications for new results
- **Cloud Monitor Configuration:** New configuration area, ability to disable a cloud source for searching, and ability to set a global Twitter user account for all agent responses

Accessibility - Section 508 and WCAG 2.0 AA

Customer Portal page set and Agent Accessibility Interface, “Thin Client”, that will support consumers using accessibility software or hardware, such as screen magnifiers and screen readers to broaden reach of self-service to communities requiring expanded accessibility.

- A set of out-of-the-box Customer Portal pages and Agent Accessibility Interface that has been internally and externally tested with respect to the technical requirements of section 508 of the Disabilities Act (1998) and the AA tier of the WCAG 2.0 guidelines
- Updated VPAT documentation for each interface

Householding: Email Address Sharing

Multiple contacts may be created with the same email address, so you can track and associate incidents, opportunities, and accounts with different individuals that share a single email address as it is very common situation in many consumer households. This feature is not enabled by default.

RIGHTNOW CX NOVEMBER 09 CAPABILITIES AND BENEFITS

Customizable Chat Consumer Interface

RightNow Chat consumer-facing interface is now built upon the RightNow Customer Portal Framework for improved customization, configuration, and branding.

- Customize the consumer-facing chat interface by using the Customer Portal Framework widgets
- Change text, branding elements, images, window size, and font shown on the chat interface
- Add incident and contact table fields
- Easily infuse your brand into the consumer journey

PCI Certified Cloud

For customers with enhanced security requirements, RightNow provides a pod that will be certified as PCI Service Provider Level I. PCI is a de facto security standard particularly for consumer oriented businesses and payment information.

Customer Portal - Improved Self Service Template

A new out-of-the-box Customer Portal template that is easier to style and change, less graphically intensive and is designed for visitors with accessibility needs. It has fewer fixed width restrictions, embodies additional self-service best practices and provides themes for simplified branding.

The new page set and templates make it easier to incorporate your brand into the customer journey. It is up to date with current web conventions and strives to meet the technical requirements of 508/WCAG Level AA.

- New page set and templates
- Small CSS footprint
- Fewer images
- New goal-based navigation paradigm from the home page

Desktop Workflow: Relative Values

Support for Relative Values enables administrators to define rules and set field values relative to other values, dates, or times. This enables reusable workflows since they are not tied to specific dates and support a wider range of use cases and customer interactions.

- Set fields based on absolute values, previous values, or relative values
- For example, set a due date on a task to today plus 7 days

FIPS Secure Password

The RightNow agent desktop login password security has been updated to use a security hashing algorithm that is compliant

with Federal Information Processing Standards (FIPS) for improved security.

Marketing/Feedback Improvements: Dynamic Merge Reports

In addition to the current functionality to merge contact and incident information, opportunity fields and analytics grid reports will be available to merge into RightNow Marketing and Feedback for more personalized & relevant email to the customer.

- Select an analytic grid report to merge into documents and surveys—display in a table, list, or as a single value
- Merge opportunity fields into documents/surveys

Order Management for Sterling Commerce

Deliver an integrated sales, fulfillment, and support platform that connects to the Sterling Commerce solution and provides a single view of the customer and the order, regardless of channel. By enabling service agents to take orders and centralizing service and ecommerce activities within the agent desktop, RightNow helps you drive revenue and agent productivity and improve customer experience with best-of-breed customer experience and order management solutions.

- Distributed with RightNow Desktop
- Access to the Sterling add-in based on Agent Profile
- Controls can be used in Workspaces or in Scripts
- Incident will link to an order
- Ability to place order, change order, cancel order, and generate RMA order

Desktop Add-In: Automated Translation (LanguageWeaver)

Language Weaver is partnering with RightNow to deliver integrated, real-time access to translation services within the RightNow application. This desktop add-in provides on demand answer translation within the answer console.

- Real-time answer translation
- No cut and paste into other systems
- Use of patented confidence score to help determine the effectiveness of the translation

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