

## DESKTOP WORKFLOW

Desktop Workflow provides the ability to step an agent through a business process and automate tasks behind the scenes to improve agent efficiency and effectiveness, ensure consistent handling of business processes, and provide the agent with the right tools at the right time in the context of the interaction. Desktop Workflow enables you to:

- Walk agents through multiple workspaces, scripts, and guided assistance with decision points depending on the customer or interaction—driving more contextually relevant information to the agent
- Chain multiple scripts or workflows together
- Automate tasks in the background, such as set field values, load/create/edit/save/clear a contact, a task, or an opportunity
- Empower business users to easily use the drag and drop designer for fast creation of flows with no coding required

## SYNDICATED CUSTOMER PORTAL PROACTIVE CHAT WIDGET

The Proactive Chat Widget provides the ability to initiate proactive chat invites anywhere and can be deployed on non-RightNow pages outside your RightNow hosted environment to improve the customer experience and drive revenue.

- Enable customers to initiate chat invites from any web page, such as product pages, checkout pages, etc.
- Create your own “firing” rules to determine whether an invite should be offered

## SYNDICATED CUSTOMER PORTAL KNOWLEDGE WIDGET

The Syndicated Customer Portal Knowledge Widget, replaces the older stand-alone Knowledge Syndication capability (first released in November '07), provides knowledge at the point of action and is now easier to configure, deploy, and maintain. The knowledge widget is:

- Fully manageable within the Customer Portal
- Contextually aware – can adapt the content it provides based on the content of the pages it is embedded within. This enables you to use the widget even on very dynamic pages, for example, announcements or news pages

## WORKSPACE RULES IMPROVEMENTS

Workspace rules improvements include a wizard-based interface that offers step-by-step guidance for business users on rule creation, making workspace rule creation and administration accessible to a broader range of employees—particularly business users such as contact center managers. Rules improvements enable:

- Easy and intuitive rule creation
- Short training time to create workspace rules, making it easier to bring new employees up-to-speed

## MENU ADMINISTRATION IMPROVEMENTS

The new Hierarchical Menu Editor allows the user to create, remove, and modify hierarchical menu items such as products, categories, and dispositions and the ability to modify product linking. These improvements increase usability, configurability, and speed, and include:

- Empowering administrators to manage all service products, categories, and dispositions plus configure product linking in one area of the product
- Additional reports for managing menus
- The ability to multi-select with product linking
- Support for large data sets

## CHAT IMPROVEMENT – ADDITIONAL WAIT TIME INFORMATION

Consumers will be presented with an accurate indication of how long they may have to wait to chat with an agent. This helps increase chat ROI by reducing chat abandonment rates and improves consumer experience due to increased visibility into wait times. Improvement details include:

- Ability to display consumer's position in the chat queue
- Ability to display average consumer wait time in the queue
- Ability to display estimated wait time for consumers entering the queue

## FEEDBACK IMPROVEMENTS – RANKED MATRIX QUESTIONS

Allows for ranking of matrix question types, limiting the survey consumer to one answer per row and column, which

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improves usability and reduces the number of questions that may be required in a survey—increasing the likelihood that a consumer will complete a survey. Improvement details include:

- Administrators have the option to “Force Ranking” on matrix question types, in the question designer
- When Force Ranking is selected, consumer will only be allowed to select each column once per row

## ENHANCED MARKETING - UNSUBSCRIBE REPORTING IMPROVEMENTS

Allows visibility to see how the contact was unsubscribed (Global Opted-Out) to improve insight into customers and provide more accurate and detailed reporting. Reason codes show how a contact gets marked as Opted-Out and is recorded for reporting. Reason codes include:

- Contact clicks the unsubscribe link in a specific mailing
- Contact clicks the “this is SPAM” button and is automatically unsubscribed via the feedback loop
- Agent manually set contact to opted-out
- Webform field set contact to opted-out
- My stuff – end-user pages set to opted-out
- List unsubscribe headers set contact to opted-out
- Contact uploader set the contact to opted-out
- API set the contact to opted-out
- Any other reason why that field could be set to opted-out

## DESKTOP ADD-IN: ADDRESS LOOKUP (TARGUSINFO)

The address lookup add-in converts customer phone number (ANI, Automatic Number Identification) into an address. This allows agents to assist customers quickly, provides better customer experiences, as well as saves time and money. Add-in details:

- The add-in communicates with the TargusInfo web service
- Lookup can be executed automatically or manually (control key)
- The control is not visible to the agent – but can be configured to choose the phone field it uses
- Can be used in a script, decision tree, or workspace
- Provides addresses for United States and Canada

## GENERAL ADD-IN FRAMEWORK ENHANCEMENTS

Enhancements to the add-in framework include the ability to view current executing add-ins for troubleshooting and configuration verification. Add-in framework enhancement details:

- View list of all currently running add-ins
- Add-in access to Standard Text
- Add-in access to Configuration Verbs

## ADDITIONAL CLOUD MONITOR ANALYTICS

Additional analytics for Cloud Monitor enable users to identify and understand social cloud activity including the ability to identify the top contributors in the cloud commenting on your company/products and ability to identify trends in positive/negative/neutral posts. Additional analytics include:

- Key Contributors – summary of posts/tweets by contributor by cloud source
- SmartSense Trend - number of posts/tweets over time by emotion (negative, neutral, positive) by search term (company/product/etc.)

## ADDITIONAL CLOUD LINKS ANALYTICS

Additional analytics for cloud links enable users to identify and track cloud presence. With additional Cloud Links analytics you can, 1) Identify the top sharers/tweeters in the cloud passing on your company’s marketing information, 2) Identify which social sites your contacts are subscribing to, and 3) Identify customers that follow, join group, or subscribe to your company’s social web pages. Additional analytics include:

- Cloud Link Activity Drilldown – displays statistics for each cloud link. View number of clicks and unique clicks for each cloud link plus drill-down to view list of contacts who clicked the link
- Cloud Link Activity Over Time – displays statistics for cloud links in a specific time period. View number of clicks and unique clicks for each cloud link
- Cloud View Transactions – shows each document and associated number of times the document was viewed

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by someone coming from the cloud due to a contact/ acquaintance sharing/tweeting the contents on a social networking site

## **ANALYTICS IMPROVEMENTS - REPORTING CACHING**

Reports definitions are now cached on the local machine and not retrieved for each report execution. This decreases network bandwidth requirements and improves workspace load time in environments with large numbers of agents and limited network resources.

- Customize Record Commands - allows users to specify which record commands are available on a report by report basis
- Sort By Menu Sequence - allows users to specify whether certain fields (i.e. custom menu fields) should sort alpha-numerically or by menu sequence

## **IMPROVED KNOWLEDGE BASE RANKING ALGORITHM**

Advanced aging algorithm to re-order dynamic content. This alleviates first page effect, where popular answers ranked on the top tends to remain popular just because they are listed first.

## **CUSTOMER PORTAL SEO IMPROVEMENTS**

By adopting the Canonical URL specification, knowledge base answers shown on search engine results will now include the answer summary in the URL to boost rankings.

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