



REACHING NEW HEIGHTS IN CUSTOMER EXPERIENCE



Engaging Shoppers Throughout the Entire Purchase Process

Neal Pappion- Retail Industry Solution Manager, RightNow Technologies

Shawn Schwegman- VP Online Marketing, Vcommerce

Tom Griffin- VP Community Management Services, Lithium Technologies

Session Objective

- Present a broader vision of application areas for your RightNow investment
- Learn ways to leverage RightNow and complimentary technologies

Agenda

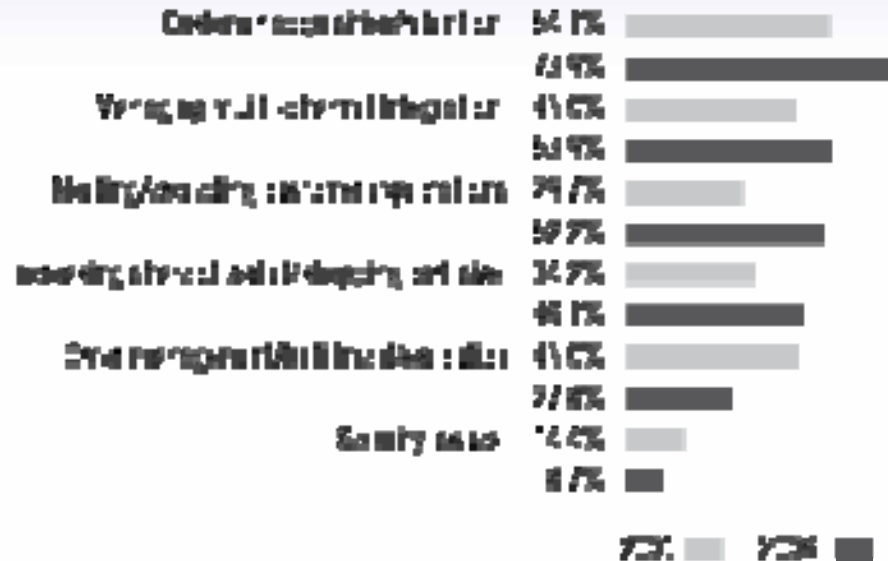
- Introductions
- How to leverage RightNow to better engage shoppers
- How to utilize 2 complimentary technologies in your retail environment
- Q & A

Question

- What was the biggest challenge on retailers minds going into 2007?

Retailers Biggest Challenges

Biggest Business Challenges, 2001 and 2006



- Customer Retention/Acquisition- 73%
- Managing Multi-channel integration- 54%
- Meeting/Exceeding customer expectations- 52%
- Increase wallet/shopping cart share- 46%
- Order management/fulfillment/execution- 27%

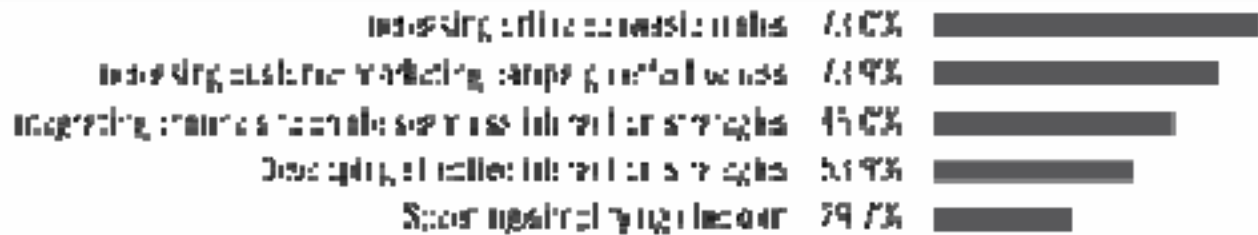
RIS Research Survey 2007

Question

- What was the top initiative going into 2007

Primary Areas of Focus This Year

Key Action Items for 2007



Cross Channel Trends Study 2007

- Increase conversion rates- 73%
- Increase campaign effectiveness- 65%
- Integrating channels for seamless experience- 56%
- Develop effective customer interactive strategies- 44%
- Speeding/simplifying checkout- 29%

RIS Research Survey 2007

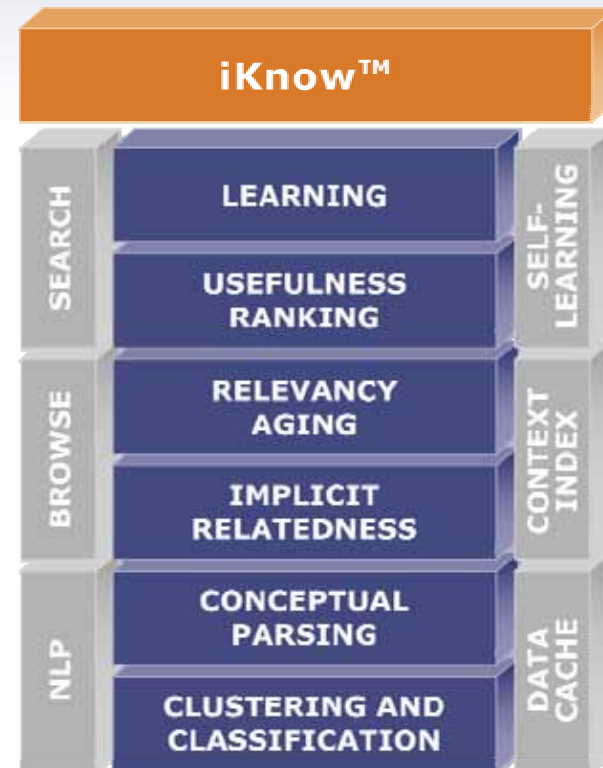
8 Steps to Great Shopper Experiences

1. Establish a knowledge foundation
2. Empower your shoppers
3. Empower frontline employees
4. Offer multi-channel choice
5. Listen to your constituents
6. Design seamless experiences
7. Engage proactively
8. Measure & continuously improve



1st Step: Establish a Knowledge Foundation

- The root of a positive shopper experience is knowledge
- Accumulate complete shopper history
- Knowledge foundation enables consistent cross-channel strategy
- Self-learn from every interaction
- Anticipate shopper behavior, needs, and questions



Stages of Purchase



Need



- A need is identified through self awareness or a promotion

68% of shoppers have visited a retailer's website after receiving an email offer

Harris Interactive April 2007

Research



- Shopper researches products

57% "always" or "often" research products online before purchasing

Harris Interactive April 2007

Evaluation



- Shopper selects a short list and focuses on feature/function comparison

Decision



- A decision is made around the purchase; what product, where to buy, how to pay, etc.

Transaction



- Purchase transaction

Post-Purchase



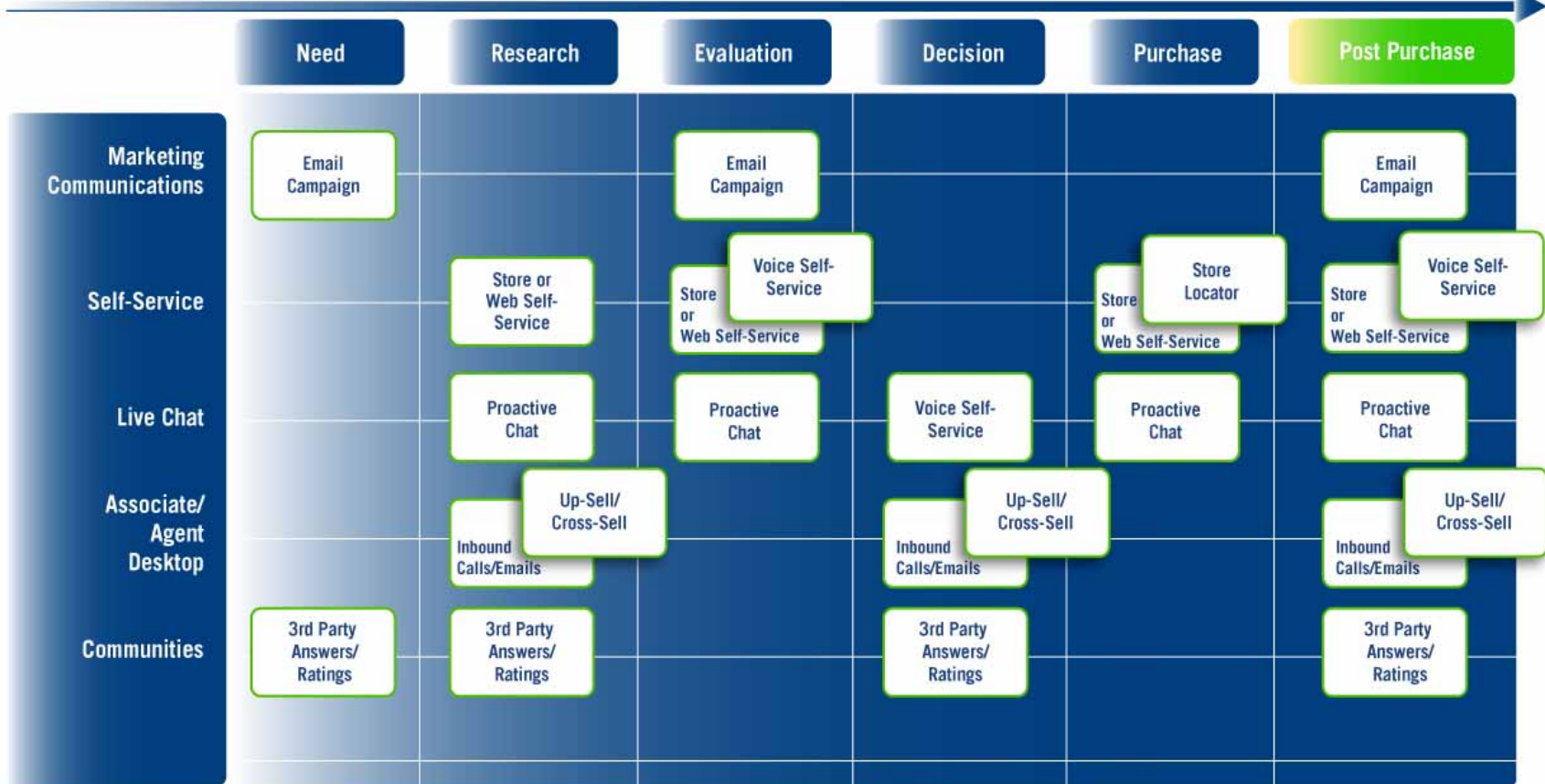
- Cognitive dissonance
 - “Did I make the right decision?”
 - “Did I pay too much?”
 - “How do I assemble...?”
 - “What is the warranty?”
 - “What’s your return policy?”

78% of shoppers said they would appreciate a post-purchase follow up

Harris Interactive April 2007

Keep Shoppers Engaged

Stages of Purchase Process



RightNow Product

Questions

- How many of you are doing in-store e-commerce today?
- Store associate knowledge base?

Case Study: The Right Start

- 100% growth of online channel; 20% growth of bricks-and-mortar channel
- 0.1% opt-out rates
- Sophisticated campaign operations managed by single individual

**Featured in Stores Magazine article, August '07*

The logo for Right Start, featuring the word "Right" in green and "Start" in blue, with a stylized orange figure above the "i" in "Right".

Case Study: Cabela's

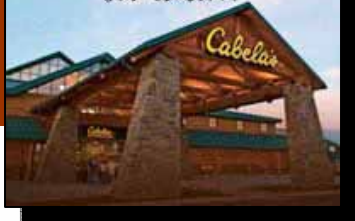
Cabela's

WORLD'S FOREMOST OUTFITTER®

Hunting • Fishing • Outdoor Gear



LIKE NO OTHER RETAIL STORE
on earth!



- Broad recognition as one of the country's most customer-centric retailers
- More than 300,000 questions answered every month via web, email, and chat
- Noticeable reduction in email within one week of deployment
- 2.5-hour email turnaround time

"With RightNow, we can better serve our customers regardless of how they contact us. For a company that values customer service above all, those capabilities are indispensable—especially as use of online channels continues to grow."

- Ron Spath, VP Customer Relations



**RIGHT
NOW**
TECHNOLOGIES
SUMMIT 07

REACHING NEW HEIGHTS IN CUSTOMER EXPERIENCE



Joseph Cothrel

VP Community Management Services

Who Is Lithium Technologies?

- One of the largest providers of SaaS community solutions for large enterprises
- 50+ customers, 70+ communities live today
- A suite of technologies including forums, chat, and blogs
- A robust permissions and reputation management system
- Integration with RightNow
- Expertise in how to build successful communities
- Based in Emeryville, California
- Founded in 2001



“Recognized Innovator”
Awards, 2006 and 2007

Some of Our Customers



REACHING NEW HEIGHTS IN CUSTOMER EXPERIENCE

SUMMIT 07

Why Are Companies Building Communities Today?

- Community users spend 54% more than non-community users. (*EBay*)
- Community users visit nine times more often than non-community users. (*McKinsey & Co.*)
- Community users have four times as many page views as non-community users. (*McKinsey & Co.*)
- Community users remain customers 50% longer than non-community users. (*AT&T*)
- 43% of support forums visits are in lieu of opening up a support case. (*Cisco*)
- In customer support, live interaction costs 87% more per transaction on average than forums and other web self-service options. (*ASP*)
- Customers report good experiences in forums more than twice as often as they do via calls or mail. (*Jupiter Research*)

Question

- How many of you by a show of hands have a peer-to-peer network strategy in place?

How Does Community Support the Purchase Process?

Steps of Purchase Process

	Need	Research	Evaluation	Decision	Purchase	Post Purchase
Forums	Lithium	Lithium	Lithium	Lithium	Lithium	Lithium
Chat	Lithium			Lithium		Lithium
Blogs	Lithium	Lithium			Lithium	Lithium
Subscription	Lithium	Lithium				Lithium
Search	Lithium					

How Communities Work

Need

Customers often come to communities without a defined need, and discover that need by listening to their peers.

“I didn’t realize there was a product that did that!”

Customers who have identified a need discover they may need other products as well.

“I see that people who own this product buy rechargeable batteries to go along with it.”

Research

Customers who have identified a need may have questions that need to be answered before they can consider the product further.

“This person is using the product for the exact application I want.”

Often these questions can only be answered by peers, not by the company.

“Are people who buy this product satisfied?”

Evaluation

Research may indicate several products that would meet my needs and that people seem to like. One of the most common questions in a community looks like this:

“I’m trying to choose between products x, y, and z. What would you do?”

Once again, the diversity of needs, uses, and experiences in the community can provide the best base of information for making a decision..

“Wow, people who use product x in my industry are really enthusiastic!”

Decision

When the product has been identified, some final questions related to the purchase may exist.

“Customers in the community say that buying in-store rather than online gets you better support and return options. I’ll do that.”

Post Purchase

After purchase, customers may have myriad questions about how to use the product successfully.

“This “getting started” guide is confusing – maybe the forums can help me get set up.”

Weeks or months later, the customer has satisfied their need. Now the forums show them how to use the other 90% of the product’s capabilities.

“I see that people are doing much more than I am with the product. Maybe I’ll explore this!”

Simple Commerce Integration

at&t.com | Wireless Home | Personal | Business Center | About Us | My Account

at&t

Find a Store | Español | Cart | Search | Go

LEARN | SHOP | SUPPORT | my Wireless Account | Log in | Sign up now

Answer Center | Support By Topic | Forums

mMode

Sign In | Register

Community Options | Jump to a Message Board...

Wireless Forums from AT&T : Feature & Service Support : mMode

New Message | Board Options

Announcements

Members,
Do you have a technical question about your device or service and want to ask it in our Live Forum where you can chat with them real-time.
Live Forum is open: Monday-Friday, 5am-8pm PT / 8am-11pm ET - 9pm ET
Please Note: The on-line representatives do not have access to the device.

THREAD

- mMode FAQs
- POP - MMode stopped working this week
- Mmode email to SMS gateway stopped working recently
- Re: What has happened to the mMode homepage? [1 2]
- Moved: What exactly is mMode?
- Moved: Online support unable to provide data usage
- Moved: Mobile to Mobile (problem)

at&t.com | Wireless Home | Personal | Business Center | About Us | My Account

at&t

Find a Store | Español | Cart | Search | Go

LEARN | SHOP | SUPPORT | my Wireless Account | Log in | Sign up now

Answer Center | Support By Topic | Forums

RIM BlackBerry

Sign In | Register

Community Options | Jump to a Message Board... | Search | Go | Advanced | User Search

Wireless Forums from AT&T : Phone & Device Support : RIM BlackBerry

New Message | Board Options | Previous Page | Next Page

Announcements

Welcome to the BlackBerry Forum

This is the place to discuss the full range of BlackBerry devices from AT&T.

- See all of our BlackBerry devices now
- Add a line or Upgrade to the latest BlackBerry now

Tech Support Chat

Need an immediate answer? Talk with our knowledgeable agents in our Tech Support Chat, open Mon-Fri 9a-11p ET / Sat 9a-9p ET / Sun Closed

THREAD

THREAD	REPLIES	AUTHOR	LATEST POST
RIM BlackBerry FAQs - All Devices - All Handheld Software Versions	0	Alan	01-26-2004 09:13:25 AM by Alan
BlackBerry Software Downloads for AT&T	0	Alan	05-19-2006 04:15:33 AM by Alan
I have a new BlackBerry that I set up in Denver. Sunday L...	1	pumpcrete	08-14-2007 10:49:49 AM by Sheik HF1
Assigned Ringers	7	kings_diva	08-14-2007 10:00:11 AM by Dream Rider
Help!! Syn error message for 8700c	1	mos95bravo	08-14-2007 09:04:19 AM by Excalibur
RIM Blackberry Pearl: I downloaded Weatherbug, but now my browser is gone	1	greendragonfly24	08-14-2007 08:37:55 AM by Excalibur

Complex Commerce Integration

FUTURE SHOP CELEBRATING 25 YEARS

WEEKLY FLYER STORE LOCATOR EXPERT ADVICE CLEARANCE OUTLET COMMUNITY FORUM

» LOGIN » MY ORDERS » ACCOUNT » CREATE NEW ACCOUNT » FRANÇAIS

Welcome. [Please sign in.](#) VIEW CART ITEMS: 0 SUBTOTAL: \$0.00

Search by in SEARCH » Search by WebID

Ask an expert

Your question here

ASK » RESET

Shop by Department

- Computers
- Computer Add-Ons
- Software
- Photo
- Photo Finishing
- TV & Video
- Audio
- Satellite Radio
- Car Audio / Video
- MP3 Players / Portable Electronics
- Phones & PDAs
- Appliances
- Accessories

Get the ultimate

The exclusive Toshiba A200-models with Intel Centrino multiply your entertainment

Deal of the Day Computers Entertainment

Back to school essentials

Home Theatre

The Home Theatre board is your Canadian HD360 resource. Get your questions answered by informed customers, Future Shop Product Experts and industry insiders.

» Click here **BETA**

	THREAD	REPLIES	NEW	AUTHOR	RATING	LATEST POST
	The 1080p start at which size?	0	1	Question14471		08-14-2007 02:02 PM by Question14471
	I bought a DAV-HDX900W home theatre to hook up to my sony wega TV I can't get the back speaker to calibrate and I don't have a HDMI hookup on my TV what is the problem,thanksDannv	0	1	Question14465		08-14-2007 11:36 AM by Question14465
	We have a sony DVD home theatre DAV-HDX900W and can't get all the speakers to work.	1	2	Question14465		08-14-2007 11:53 AM by Ash
	does my panasonic sc-pt750 dvd home theater sound system play hd dvd's?	1	2	Question14456		08-14-2007 07:38 AM by MTL_HIT_Guru
	How much is going to cost if I ask someone to my house to program the HDTV for me?	0	1	xinofeng		08-14-2007 02:08 AM by xinofeng
	Onkyo receiver and home theatre speakers	1	2	inuk_gallunaag		08-14-2007 12:36 AM by inuk_gallunaag
	what is the best receiver and dvd player that will match a bosse acoustimas series 3.	3	4	Question14452		08-14-2007 01:39 PM by kbc
	number one- rogers digital hd vs bell expressvu hd, number two- why dont you have the new sony sets	0	1	kazm899		08-13-2007 10:34 PM by kazm899
	I just purchased a toshiba 42hk167 lcd television from future shop. I cannot get video signals from hdmi or colourstream (I get audio from those sources and video 1 and 2 work fine).	1	2	Question14441		08-14-2007 01:12 AM by vermaraj
	Bell ExpressVu vs StarChoice or Shaw Digital....	1	2	Iceman		08-13-2007 06:38 PM by Eric
	Small Apartment Home Theatre suggestions?	3	4	spiffy05		08-13-2007 10:36 PM by L5HB

RightNow Integration


Suze Orman's FICO® Kit – Platinum Version bundles scores and reports with personalized features to help you make the most of your FICO® scores!
 Learn the smart way to buy a car or a home, get out of credit-card debt, pay your bills, and more! [Learn more >>](#)


[Log In](#)

[Home](#) [My Purchases](#) [Shop](#) [Get a Loan](#) [Get a Credit Card](#) [Learn](#) [NEW!](#) [Forums](#) [Support](#)

Doctors Have X-rays, Lenders Have FICO®

90% of the largest U.S. banks use FICO® scores*

- Over 12,000,000 FICO scores delivered to date
- More than 60% of myFICO consumers check their scores at least once a year
- Join them and monitor your FICO score! Get started for free

790 724 615

[Start Free Trial](#)

[Learn more](#) | [View sample](#)

[Good scores save you money](#) | [About FICO scores](#) | [myFICO is the industry's most trusted source](#)

The higher your FICO score, the lower your payments!

See for yourself. Interest rates accurate as of August 13, 2007:

30 Yr fixed mortgage	15 Yr home equity loan	36 month auto loan
FICO score	APR [?]	Monthly payment


[Home](#) [My Purchases](#) [Shop](#) [Get a Loan](#) [Get a Credit Card](#) [Learn](#) [Forums](#) [Support](#)

FICO Forums

[Register](#) - [Sign In](#) - [Help](#)
[Community Options](#)

[Go To...](#)
 [User Search](#) [Advanced](#)

Announcements

Welcome to FICO Forums!

myFICO® provides these Forums as an educational and entertaining platform for people to share their credit knowledge and personal financial experiences with other members of this online community.

This is a great way to learn what others have already learned about FICO scoring and personal credit management.

Please be friendly and supportive!

By accessing and using this community you agree to the [User Guidelines](#) and [Terms of Service](#)

Quick Links

- Register
- Sign In

Browse Boards

MESSAGE BOARD	14303
5	
8014	
3156	
817	
191	
34176	
942	
362	
9	

powered by 

Components of Lithium-RightNow Integration

- Integration of community with CRM systems is one of the leading edges of enterprise online community today.
- Four integration points with Lithium and RightNow
 - Single Sign-On
 - Combined Search
 - Forum History Tab
 - Integrated Agent Console
- For the first time, customer interactions in the community channel can be monitored and managed in coordination with other channels.



REACHING NEW HEIGHTS IN CUSTOMER EXPERIENCE

RIGHT
NOW
TECHNOLOGIES
SUMMIT 07

vcommerce™

Shawn Schwegman

VP of Marketing

Vcommerce Corporate Overview

- Technology in production since 1997
- Proven SaaS commerce and fulfillment solutions
- \$75M investment in Visibility/Management Console
- Key investor – Internet Capital Group
- >\$2B in client transactions
- Power 2 of the top 3 fastest-growing online shopping sites
- 10 years of best practices
- Not only technology, but services groups
- Approximately 80 employees
- Private company -- HQ - Scottsdale, AZ

Solution Overview



Vcommerce Clients

Our clients include some of the world's most-recognized companies



Solutions: Online Marketing

- Managing the various marketing sources that drive traffic and sales to a client's online storefront
 - Affiliate Management
 - Affiliates place ads, text links, banners, or product links on their sites, shopping engines, blogs, email campaigns, etc. to drive traffic to a merchant's website in exchange for a small commission.
 - CSE (Comparative Shopping Engine) Management
 - Managing the various datafeeds and pricing relationships for CSEs, like shopping.com or Bizrate, that compares the price of products across many retailers.
 - External Search Marketing
 - Bidding for placement on search results across multiple search engines like Google, Yahoo, MSN Live
 - Portal Advertising
 - Managing the various advertising channels within MSN, Yahoo, and AOL.
 - Email Marketing Services
 - Ensure that email marketing efforts are targeted and effective without being annoying to consumers.

Question

- How many of you use multiple vendors for these different strategies?
 - Affiliate Management
 - CSE (Comparative Shopping Engine) Management
 - External Search Marketing
 - Portal Advertising
 - Email Marketing Services

Affiliate Marketing

- 10% - 20% of most retailers sales
- Large amount of coupon, deal, and discount oriented sites
- Certain amount of fraud to watch out for
- Fee structure based on performance: rev-share
- Key focus areas for success:
 - Communication
 - Coupons/Specials
 - Relationships


The screenshot displays the fatwallet.com website interface. At the top, there is a navigation bar with links for 'Sign Up', 'Sign In', 'My Account', and 'Help'. Below this, a search bar is present with the text 'Search' and a dropdown menu set to 'entire site' with a 'go' button. A prominent green banner reads 'BACK TO SCHOOL OFFERS & CASH BACK SALE' with a 'shop now' arrow. Underneath, there are three main sections: 'why fatwallet?' with sub-sections for 'Community', 'Rewards', and '24/7 Support'; 'big fat deals' listing various retailers like Netflix, HP, Dell, and Verizon; and 'hot deals' listing specific product offers such as TOYS'R'US, Toshiba, and Acer. At the bottom right, there is a section for 'hundreds of stores, thousands of deals' featuring logos for Buy.com, Target, Dell Home, verstock.com, Circuit City, and Staples, along with a link to 'see all Online Coupons & Cash Back'.

CSE (Comparative Shopping Engines)

- 5% - 15% of most retailers sales
- Examples are bizrate.com, shopping.com, pricegrabber.com, etc.
- Price Sensitive
- Fee structure based on performance (rev-share) or Cost Per Click (CPC)
- Key focus areas for success:
 - Datafeed Management

Sony Cyber-shot® DSC-T100 Digital Camera

Back to: [Home](#) > [Electronics](#) > [Cameras and Photography](#) > [Digital Cameras](#) > [Sony DSC-T100](#)



Consumer Rating: ★★★★★

Price Range: \$339.00 - \$400.00

Manufacturer: Sony - [View Site](#)

Become the center of attention when you snap photos with the stylish and ultra-compact DSC-T100 Cyber-shot® digital camera.

▶ [Consumer & expert reviews \(9\)](#)

▶ [See product details](#)

▶ [See product accessories](#)

Compare 17 prices below

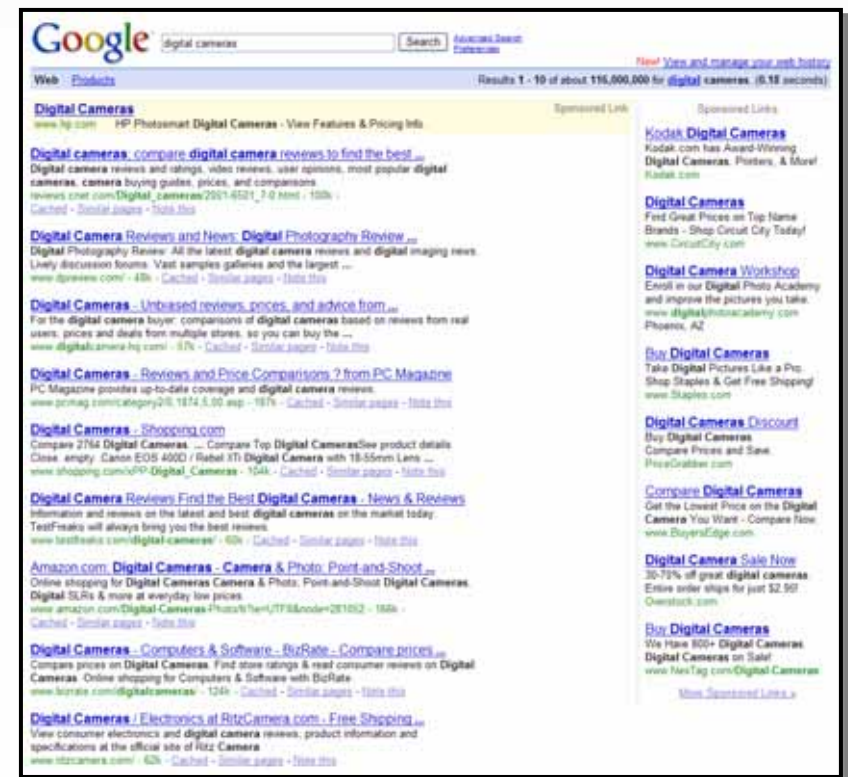
Already own this item? [Write a review](#)

Stores and Prices Sort by: [Price \(Low to high\)](#)

Store Name	Store Information	Notes	Price
buydig.com Trusted Store	Authorized Sony Store Great prices on Accessories 7,259 store reviews	Authorized Sony Store Great prices on Accessories Store Info	Price: \$330.95 + Tax: \$0.00 VA + FREE SHIPPING = \$338.95 Buy It at BuyDig.com
circuit city Trusted Store	Authorized Sony Store 667 store reviews	Authorized Sony Store Shipping Only \$3.99 Store Info	Price: \$376.99 + Tax VA: \$18.05 + Shipping: \$3.99 = \$399.83 Buy It at Circuit City
B&H Photo-Video-Pro Audio Trusted Store	Authorized Sony Store 3,237 store reviews	Authorized Sony Store "MOST TRUSTED" Internet R. More Store Info	Price: \$364.95 + Tax: \$0.00 VA + Shipping: \$6.65 = \$371.60 Buy It at B&H Photo-Video-Pro Audio
CRUTCHFIELD Trusted Store	Authorized Sony Store 2,508 store reviews	Authorized Sony Store 30-Day Money-back Guarantee! Store Info	Price: \$369.99 + Tax VA: \$18.50 + FREE SHIPPING = \$388.49 Buy It at Crutchfield

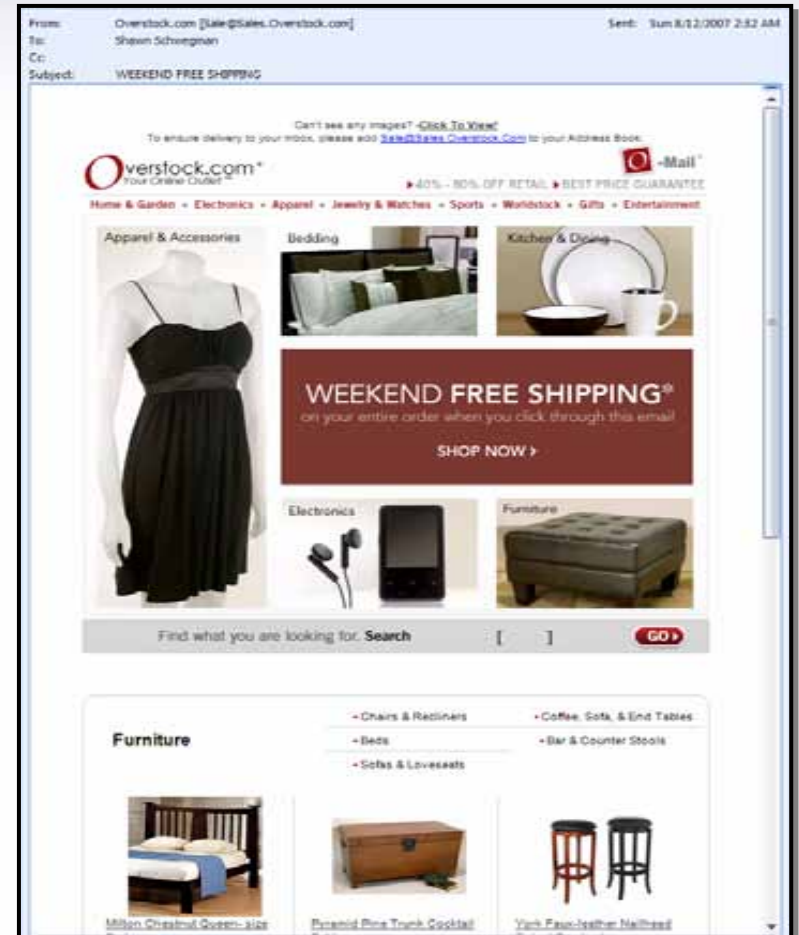
Search Engine Marketing

- 5% - 15% of most retailers sales
- 60% - 65% Google, 20% - 25% Yahoo, 5% - 10% MSN, 5% - 10% All the Rest
- Prices are going up do to more retailer focus on search. Long tail theory applies.
- Fee structure based on cost per click (CPC)
- Key focus areas for success:
 - Effective ROI Rules Management
 - Keyword Generation and Testing



Email Campaigns

- 15% - 25% of most retailers sales
- Highest profit channel for marketing
- Retailer Lifestages:
 - Phase I – Shotgun Approach
 - Phase II – Basic Segmentation
 - Phase III – Advanced Dynamic Segmentation
 - Phase IV – True Personalization
- Heavy tie in with Analytics



Vcommerce: Complete Online Marketing

Stages of Purchase Process

	Need	Research	Evaluation	Decision	Purchase	Post Purchase
Online Marketing Managed Service	Email Campaign Management	Guided Search and Navigation		Email Campaign Management		Email Campaign Management
	Comparative Shopping Engines	Comparative Shopping Engines				
	Affiliate Marketing					
	Search Engine Marketing	Search Engine Marketing				
	Portal Advertising	Portal Advertising				
	Promotion Management					

eCommerce Storefront

- World-class storefront in a true SaaS model
- Robust feature set
 - PayPal, Google Checkout, Private Credit Cards
 - Multiple Search options w/Guided Navigation
 - Pre-integrated solutions for web analytics (Omniture) search (FAST, SLI) Affiliates (LinkShare) and others
 - Client self-service visual merchandising
 - Multiple Price books supports B2C, B2B, Contract Pricing, Buying Clubs, etc.
 - Multi-language/Multi-currency
 - A/B Testing, Personalization, Promotions



Fulfillment, Logistics & Integration

- Multi-sourcing allows for complex fulfillment logic to be automated
 - Controls how a single customer order is translated to one or more purchase orders based on client's business logic
- Vcommerce is flexible with Suppliers
 - Over 3200 suppliers integrated today
 - Will use supplier's document set rather than forcing our own
 - Data Feed Management monitors document flow to ensure delivery
- 4 integration methods
 - EDI – large volume (preferred method)
 - Extranet – web-based for small volume
 - File upload – for vendors in between
 - Hybrid EDI/Extranet integrations*
- Metric system provide snap-shot view of “commerce system health”
 - Data points captured from our solution
 - Tolerances can be set for each metric, changes in tolerance levels trigger email
 - Metrics can be graphed over time to provide Key Performance Indicators
 - Scorecard: Special combination of metrics, tolerances, and KPIs provides an overview of suppliers performance
- Flexible return process
 - Standard Return, Replacement, Advanced Replacement
 - Returns process handles many different return policies
 - Several RMA processes available

Scorecards

http://demo.vcommerce.com - EnterpriseConnect powered by Vcommerce - Microsoft Internet Explorer provided by Vcommerce

enterprise connect LOGOUT ?

Overview

Supplier Scorecard

Overview Returns

Client: Garvin.com Source: Ingram Micro Timeframe: Last 30 Days GO... Simulate Settings

Ingram Micro Performance
Client: GavIn.com Source: Dropship: Regards Plus Timeframe: Current - Last 30 Days

Order Performance 90 Day 12 Month



Perfect Order Rate	11,287 (92%)	Better	Worse
Order Close Time	4.2 Days	Better	Better
Total Orders	12,262	Worse	Better
Total Units	16,343	Same	Same
Total Order Cost	\$531,965	Better	Same
Average Order Cost	\$43.49	Same	Same
Average Unit Cost	\$32.55	Same	Same

Shipping Performance 90 Day 12 Month



1 Day	33% (5,313)	Worse	Worse
2 Day	44% (7,256)	Worse	Worse
3 Day	13% (2,154)	Worse	Worse
4 Day	4% (665)	Worse	Worse
5 Day	2% (258)	Worse	Worse
6+ Days	4% (665)	Worse	Worse

Performance Overview 90 Day 12 Month

Backorder Performance



Open Backorders	25	Same	Same
Backordered Units	179 (1%)	Same	Better
Backordered then Shipped	161 (90%)	Same	Same
Average Backorder Age	16 Days	Same	Better

Returns Performance

Open Returns	124	Better	Better
Returns Quantity	675 (5.5%)	Same	Worse

Timeframe

Shipping Percentage	97.4%	Better	Better
Shipping Time	2.23 Days	Same	Better
Delayed Shipments	154 (1.2%)	Same	Better

dan (Multi-Client) Feb 22, 2006

Done Internet

Order Management

http://demo.vcommerce.com - EnterpriseConnect powered by Vcommerce - Microsoft Internet Explorer provided by Vcommerce

enterprise connect LOGOUT ?

Overview
Order Mgmt

Orders
 POs
 Returns
 Cancels
 Customers
 Products
 EDI Direct
 Merchandising
 Reporting
 Administration
 Store Mgmt

Orders

Find

Orders
 Address
 Payments

Order #:
 Client Order #:
 PO #:
 First Name:
 Last Name:
 Property Value:

Email:
 Client:
 Order Status:
 Line Status:
 Product #:
 Date Range:
 Feb 22, 2003 and Feb 22, 2006

SEARCH
 CLEAR

Group By Export

Order #	Client Order #	Order Date	Point of Sale	Status	First Name	Last Name	Original Total	Total	Client
1514838	1514838	Feb 24, 2003	Store	Closed	SCOTTY	KENNEDY	\$0.00	\$0.00	Sony
1516047	1516047	Feb 24, 2003	Store	Closed	MICHAEL	KENNEDY	\$51.19	\$51.19	Sony
1518433	1518433	Feb 25, 2003	Store	Closed	Stephen	Kennedy	\$39.35	\$39.35	Excel
1518458	1518458	Feb 25, 2003	Store	Closed	Stephen	Kennedy	\$65.19	\$65.19	Excel
1519281	1519281	Feb 26, 2003	Store	Closed	Phyllis	Kennedy	\$87.77	\$87.77	Maxxis 2000
1568630	1568630	Mar 27, 2003	Store	Closed	BILL	KENNEDY	\$348.15	\$348.15	Sony
1571198	1571198	Mar 29, 2003	Store	Closed	JEFFREY	KENNEDY	\$47.10	\$47.10	Vstore
1573256	1573256	Mar 31, 2003	Store	Closed	JOE	KENNEDY	\$0.00	\$0.00	Sony
1617546	1617546	May 2, 2003	Store	Closed	Tammi	Kennedy	\$30.62	\$30.62	Excel
1621006	1621006	May 5, 2003	Store	Closed	Linda	Kennedy	\$466.88	\$376.94	Vstore
1659489	1659489	Jun 5, 2003	Store	Closed	sean	kennedy	\$25.00	\$25.00	Borders
1663079	1630389	Jun 8, 2003	Store	Closed	Leland	Kennedy	\$23.28	\$23.28	Excel
1663100	1630395	Jun 9, 2003	Store	Closed	Leland	Kennedy	\$20.25	\$20.25	Excel
1667474	1667474	Jun 12, 2003	Store	Closed	Bryan	Kennedy	\$25.00	\$25.00	Borders
1671399	1671399	Jun 15, 2003	Store	Cancelled	Brian	Kennedy	\$25.00	\$25.00	Borders

dan (Multi-Client) Feb 22, 2006

Done Internet

Order Management – Multi-sourcing

http://demo.vcommerce.com - Order Detail - Microsoft Internet Explorer provided by Vcommerce

Sales Order Detail

Sales Order 1866561

Client: Vstore Status: Closed Original Total: \$294.43
 Date: Dec 8, 2003 Customer: Linda Kennedy Total: \$252.33

Overview Cancells **POs** Returns Events

Purchase Orders

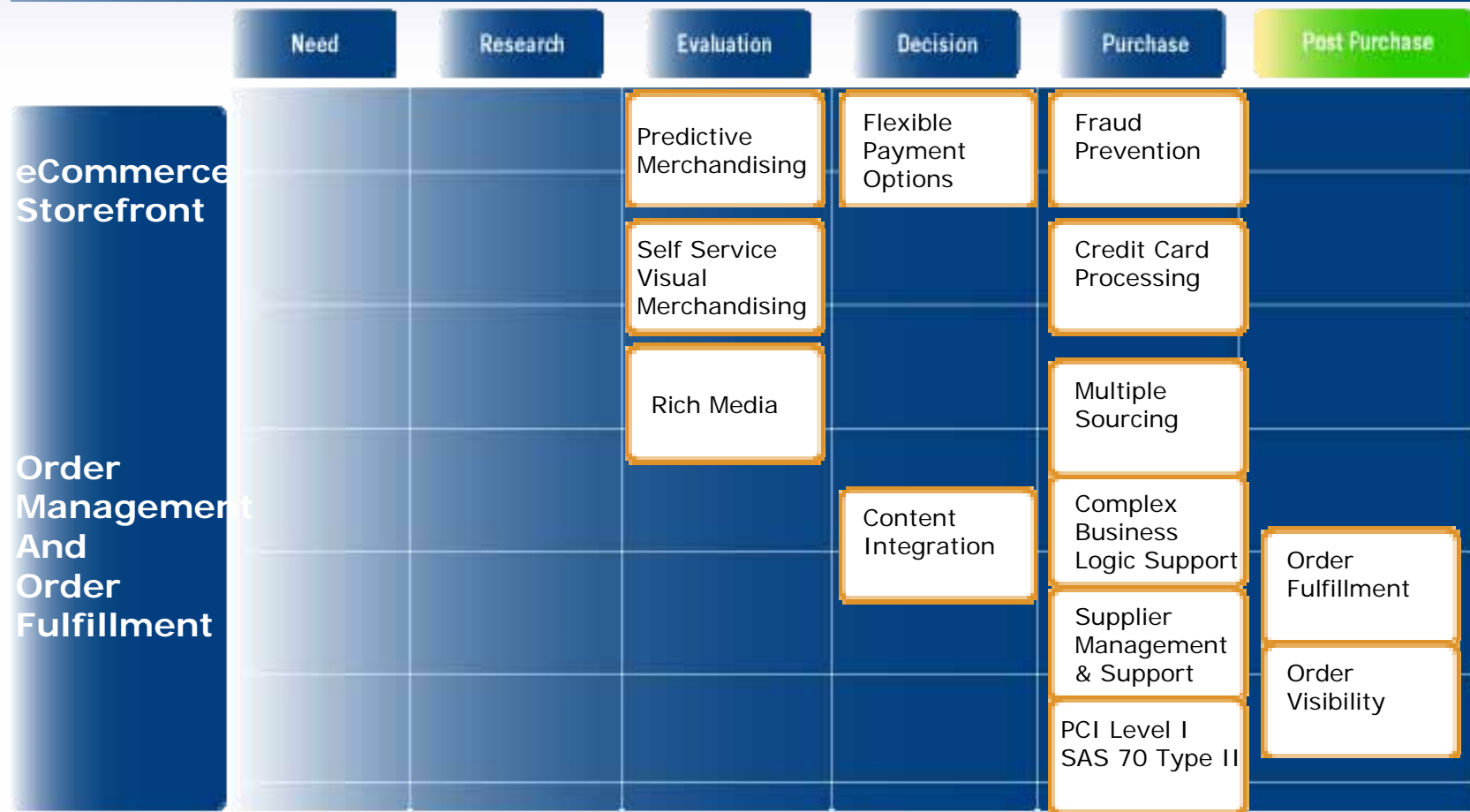
Action	Issues	PO #	PO Line #	Order Line #	PO Date	Quantity	Supplier	Cost	Product #	Supplier SKU	Product Name	Shipping Type	Carrier	Status	Close Date	Serial Number
Go		1936702	1	7	Dec 8, 2003	1	Ingram Entertainment, Inc.	\$41.00	1915755	NGC SEG 61011	Beach Spikers	Ground	United States Postal Service	Shipped	Dec 10, 2003	
Go		1936703	1	2	Dec 8, 2003	1	Fillpoint	\$33.92	1990240	718500	Guilty Gear X2	3rd Day	United States Postal Service	Shipped	Dec 10, 2003	
Go		1936703	2	1	Dec 8, 2003	1	Fillpoint	\$25.44	1988043	710651	The Sims	3rd Day	United States Postal Service	Shipped	Dec 10, 2003	
Go		1936703	3	6	Dec 8, 2003	1	Fillpoint	\$34.45	2474878	718800	King of Fighters 2000 & 2001	3rd Day	United States Postal Service	Shipped	Dec 14, 2003	
Go		1936704	2	4	Dec 8, 2003	1	Baker and Taylor Unified	\$26.84	1401771	DDTW 2000828	Buffy the Vampire Slayer: Season One	Ground	United States Postal Service	Shipped	Dec 10, 2003	
Go		1936704	1	5	Dec 8, 2003	1	Baker and Taylor Unified	\$40.26	1944342	DDTW 2005798	Buffy the Vampire Slayer: Season Three	Ground	United States Postal Service	Shipped	Dec 10, 2003	

Purchase Order Shipments

CLOSE

Vcommerce: eCommerce & Order Management/Fulfillment

Stages of Purchase Process





REACHING NEW HEIGHTS IN CUSTOMER EXPERIENCE

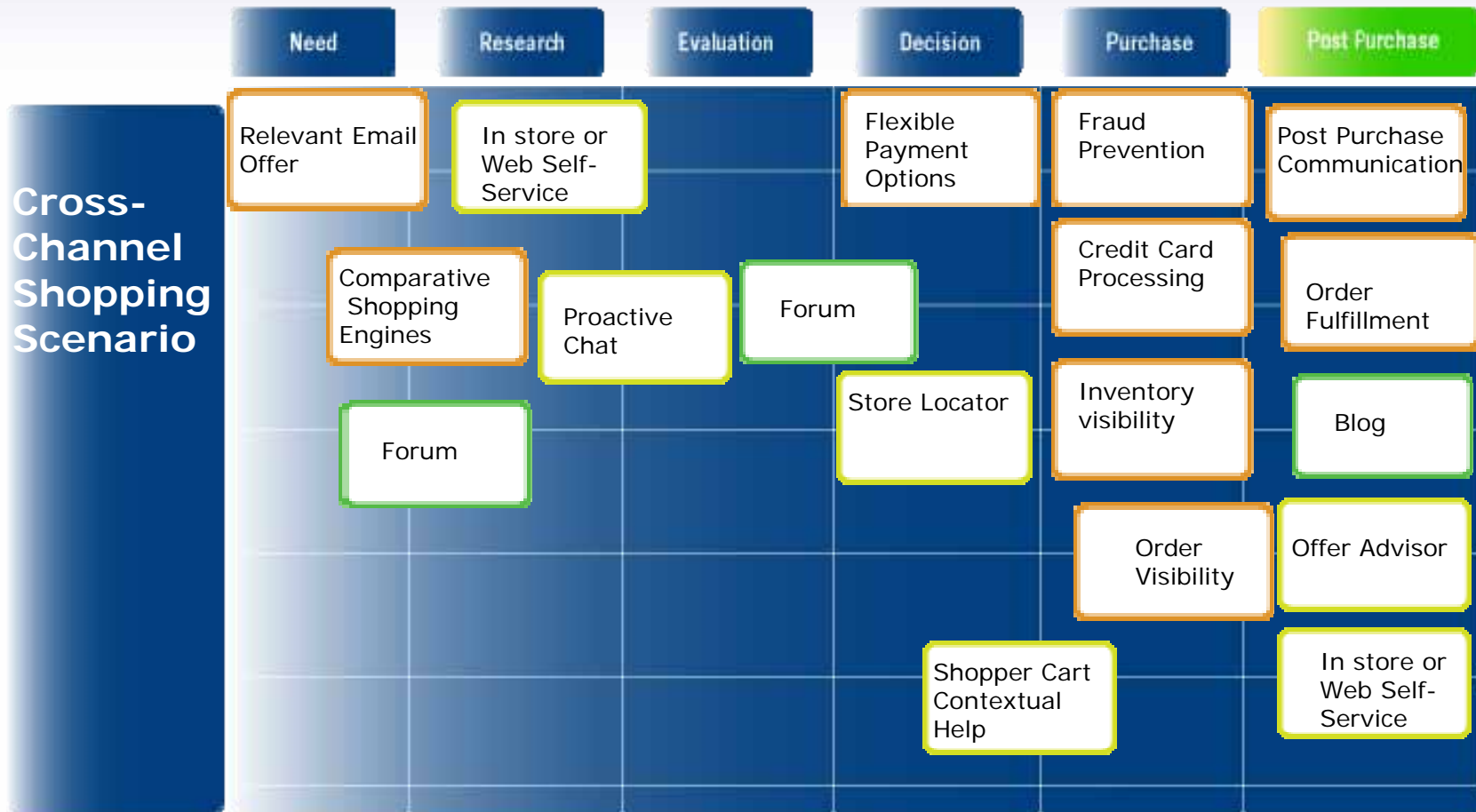
RIGHT
NOW
TECHNOLOGIES

SUMMIT 07

Summary

Purchase Cycle Engagement

Stages of Purchase Process



Addressing the Key Retail Business Challenges

- Customer retention/acquisition - 73%
 - *Engaging shoppers in each purchase stage increases acquisition rates*
- Managing multi-channel integration - 54%
 - *A solid Knowledge Foundation strategy through all lines of business creates consistency in operations and customer experience*
- Meeting/exceeding customer expectations- 52%
 - *Access to information when and where shoppers want it delivers exceptional overall experience*
- Increase wallet/shopping cart share- 46%
 - *Timely and relevant marketing, engaging through early stages of purchase and proactive service creates more up sell opportunity*
- Order management/fulfillment/execution- 27%
 - *Efficient systems and open visibility contribute to the shopper experience*

Learn More

- Sessions
 - Best Practices, Colorado C
 - Integration- Today- 3:15- 4:30pm
 - Contact Center- Today- 5:00- 6:25pm
 - Analytics- Tomorrow- 10:30-11:45 am

Additional Resources

- www.rightnow.com/retail
 - Retail Report, Harris Interactive May 2007
- www.forum.rightnow.com/
 - Industry forum
- www.nrf.com
 - National Retail Federation
 - Stores Magazine, August 2007
 - The Right Start featured article
- RIS Cross Channel Trends Study 2007



REACHING NEW HEIGHTS IN CUSTOMER EXPERIENCE

RIGHT
NOW
TECHNOLOGIES

SUMMIT 07

Q&A