



REACHING NEW HEIGHTS IN CUSTOMER EXPERIENCE

RIGHT
NOW
TECHNOLOGIES
SUMMIT 07

Taking RightNow to the Next Level in High Tech and Consumer Electronics

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Session Objective

Learn simple ways to leverage your current investment in RightNow to enhance the customer experience.

In this session, you will learn about:

- Recent industry trends & analyst research
- How to leverage/enhance RightNow in:
 - Pre-Sales
 - Post-Sales

Audience Question

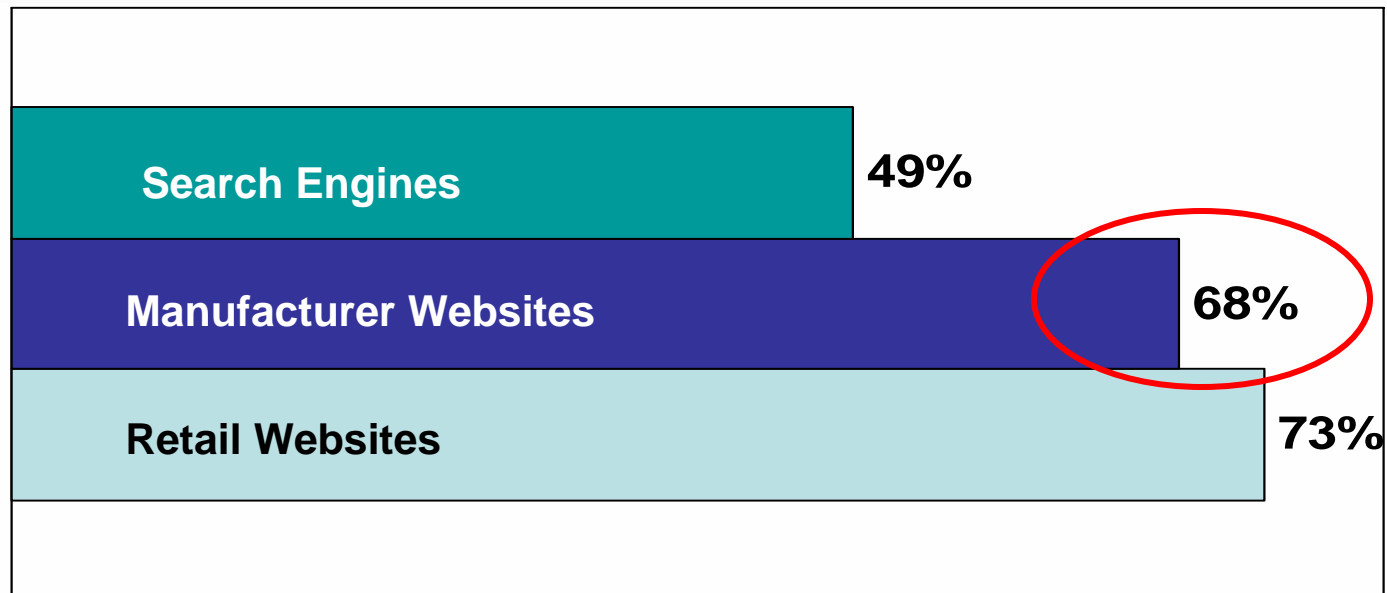
Can you guess what these numbers represent?

68%

10%

Research Before Purchase

Leading Online Resources Used by US Digital Camera and TV Purchasers Who Researched Purchases before Visiting a Retail Location*, February-March 2007 (% of respondents)



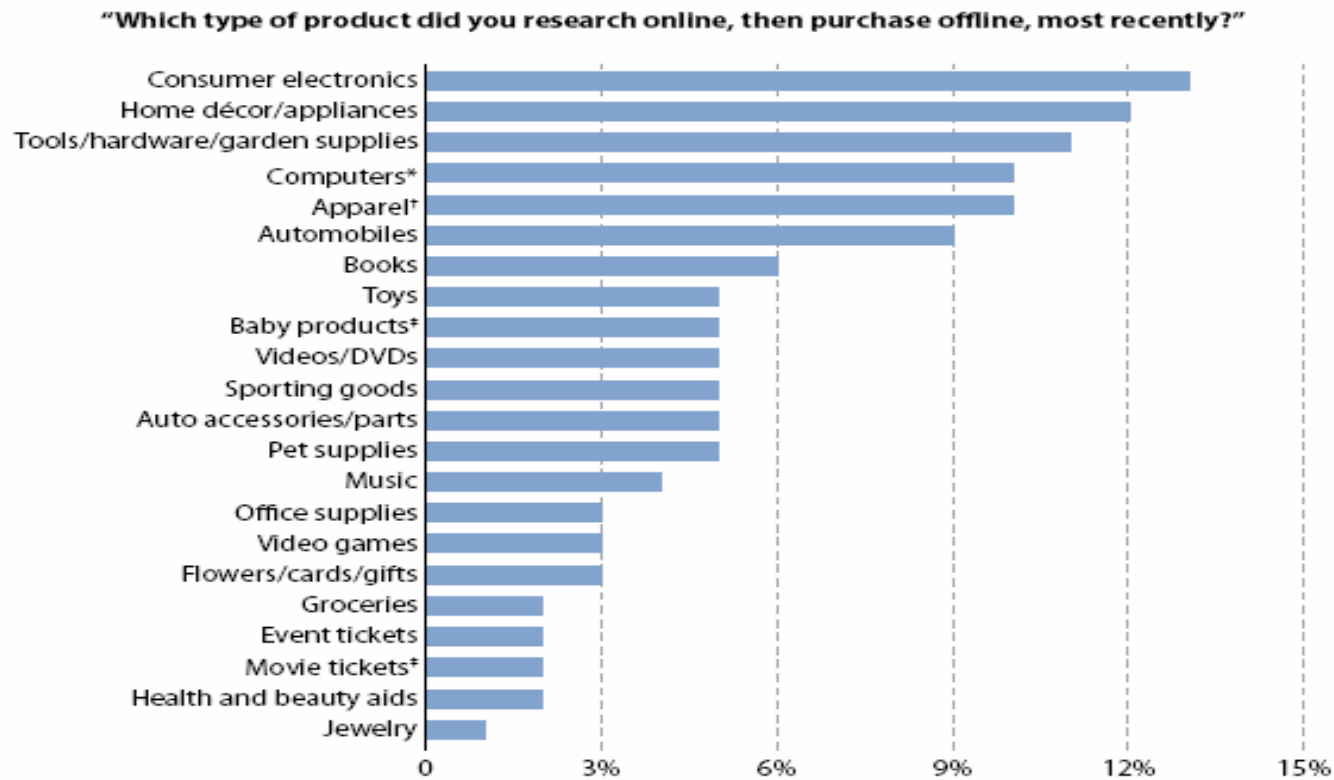
Consumers who search online for televisions and cameras spend 10% more when making their in-store purchase.

Note: Includes Best Buy, Circuit City, Fry's, and Target

Source: ChannelForce, Inc. and Yahoo as cited in press release, June 26, 2007

Top Product Categories Triggering Online Research

Figure 3 Consumer Electronics Remains The Top-Shopped Cross-Channel Category



Base: US cross-channel shoppers

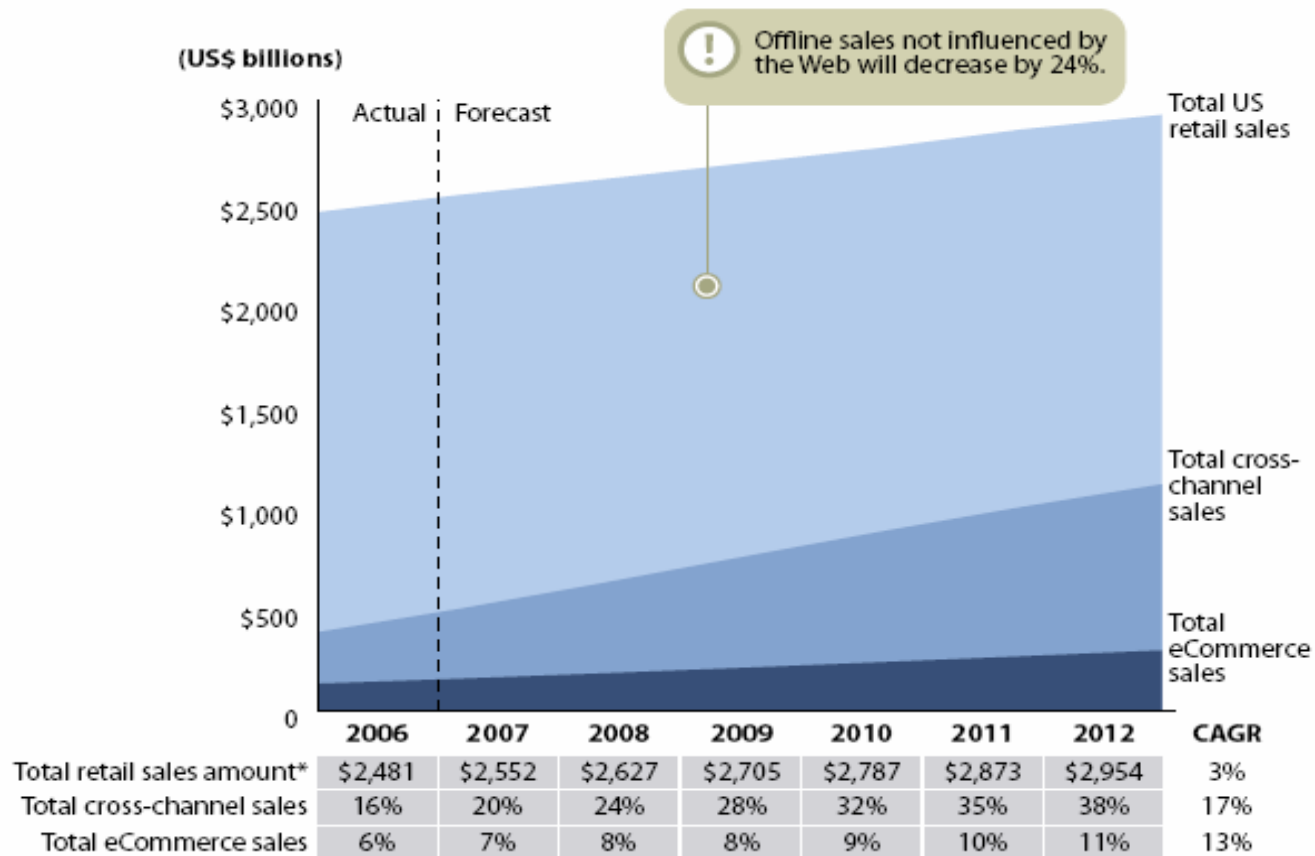
Source: Forrester's NACTAS Q2 2006 Survey
 *Includes hardware and software
 †Including accessories and footwear
 ‡Forrester estimate

42084

Source: Forrester Research, Inc.

Cross-Channel Shopping Will Outpace eCommerce

Figure 6 Forecast: US Cross-Channel Sales, 2006-2012



*In millions, excluding travel
Source: Forrester's NACTAS Q2 2006 Survey

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Source: Forrester Research, Inc.

Audience Question

Does anyone use RightNow to support pre-sales efforts



Stages of Purchase

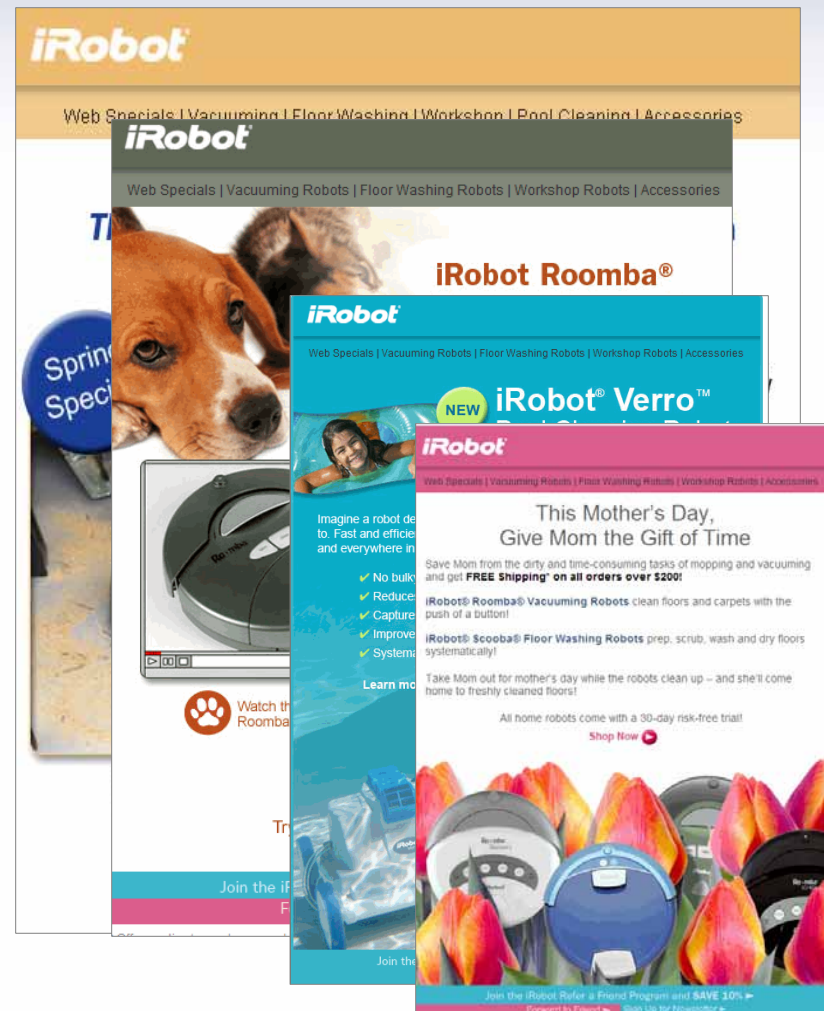


Optimizing the Pre-Sales Customer Experience

- Segmented Communications
 - Need phase
- Top Product Information
 - Research phase
- Interactive Chat
 - Research and purchase phases
- Find the Location
 - Purchase phase

Pre-Sales Customer Experiences: Segmented Communications

- Deliver targeted promotions to new consumer list to influence acquisition rates
 - New product/service offerings, regional store opening, trial offers
- Leverage knowledge of each customer to send highly personalized offers to drive loyalty and revenue
 - Coupons, warranty up-sells, complimentary product offers
- Proactively provide newsletters based on demographics, purchased products, preferences, or other criteria
 - 'How-to', tips and tricks, related product announcements

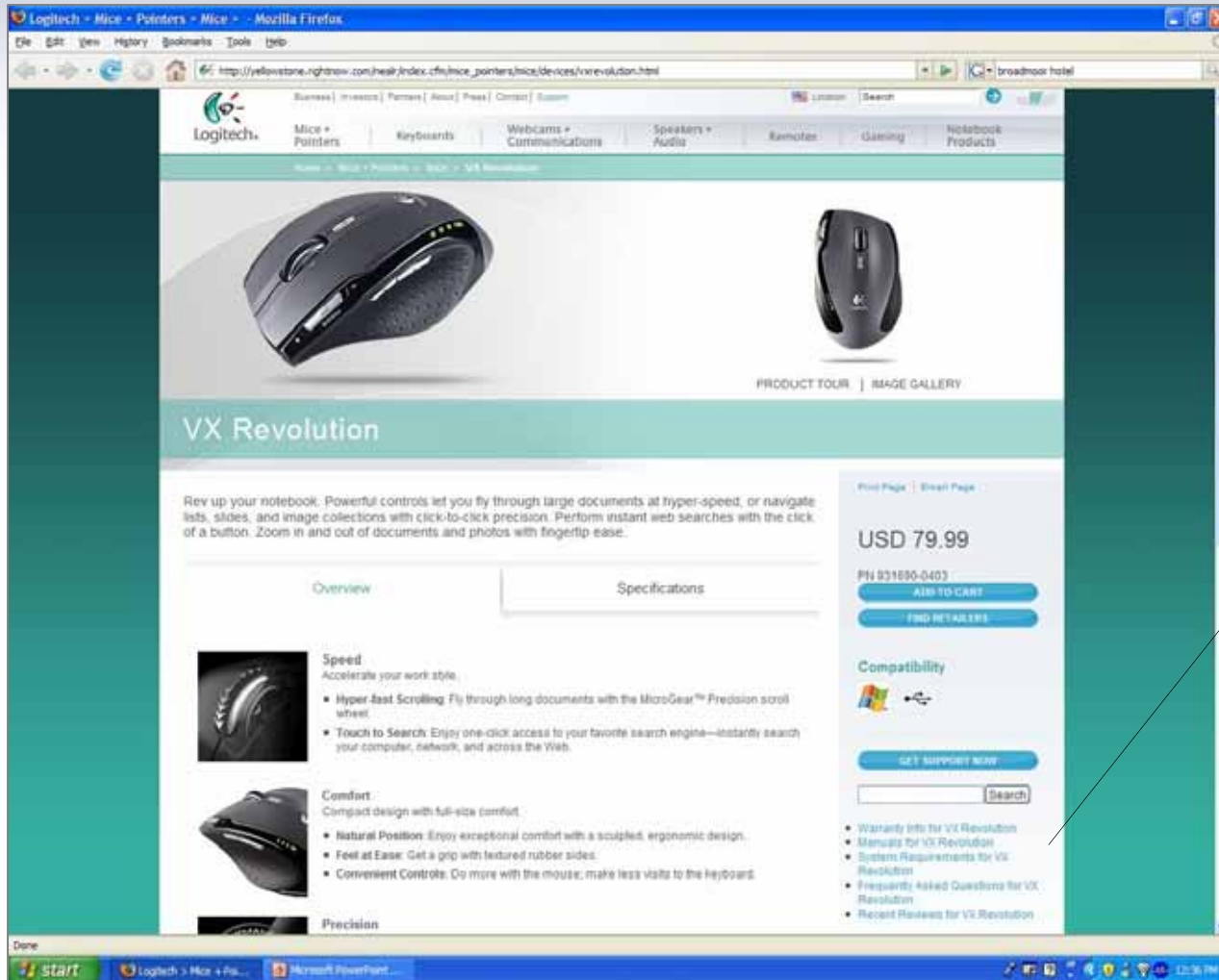


Pre-Sales Customer Experiences: Segmented Communications

- Fast and easy to use:
 - Empowers business users
 - No IT support needed
- Instantly track response and campaign effectiveness
- Easily manage the complete cycle
 - From planning and design through to execution and results
- Flexibility and power in the hands of your frontline staff

Campaign Designer
Email Communications
Lead Management
Message Optimization
Event-Triggered Communications
Segmentation & Personalization
Response Routing & Tracking
List Management/Deliverability
Customer Feedback Management
Analytics & Dashboards

Pre-Sales Customer Experiences: Product Information



[GET SUPPORT NOW](#)

- [Warranty Info for VX Revolution](#)
- [Manuals for VX Revolution](#)
- [System Requirements for VX Revolution](#)
- [Frequently Asked Questions for VX Revolution](#)
- [Recent Reviews for VX Revolution](#)

Pre-Sales Customer Experiences: Product Information

- **Knowledge Syndication Widget**

- **Some typical use cases**

- Embed sales-related KB answers on an e-commerce product page outside the support section of the web site (e.g. FAQs, How Tos, Sys Requirements)
 - Embed support-related KB answers on a partner's support page

- **Knowledge content dynamically segmented to display the answers that are appropriate to the web page context**

- Displays standard support answers for a particular product ID or product category
 - Can define additional answer categories appropriate to page purpose
 - Define answer categories like “FAQs”, “How Tos”, “System Requirements” and display answers appropriate for an e-commerce scenario

Pre-Sales Customer Experience: Interactive Chat

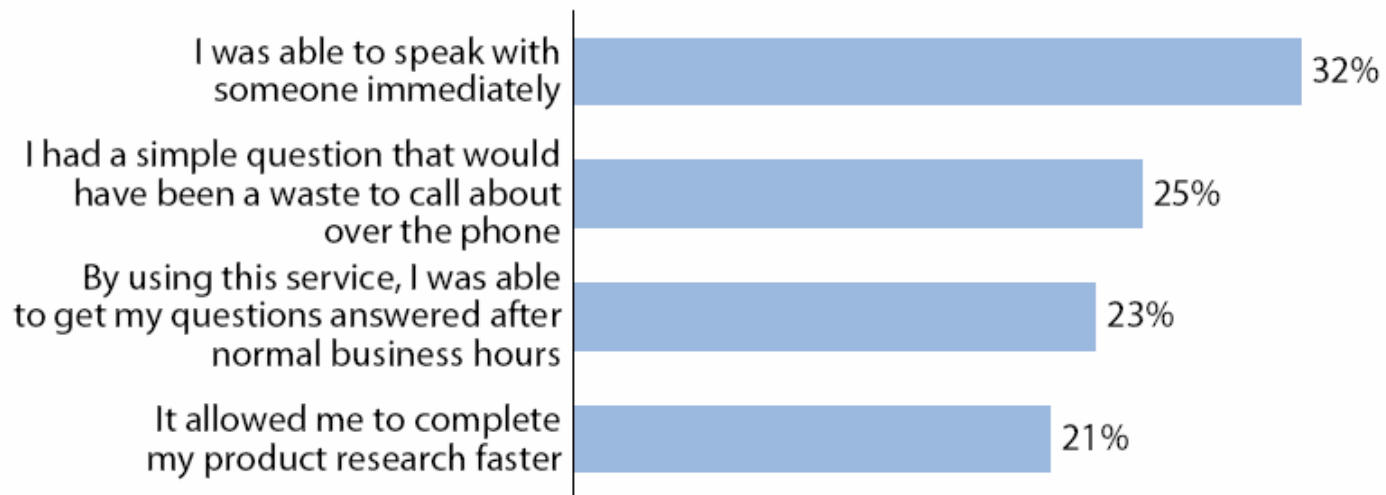
- Online Chat and Click-To-Call
 - Enhances the customer experience
 - Only if you already provide a usable and useful website
 - Provides high customer satisfaction rates
 - Chat is more immediate than calling
 - The majority find it more helpful than calling or visiting
 - 85% of researchers used the phone, only 43% found it helpful
 - 47% of researchers used click-to-call, and 61% were satisfied
 - Once chat is tried, customers will use it again
 - Delivers incremental results

Source: Forrester Research, Online Chat and Click-to-Call, July 17, 2007

Pre-Sales Customer Experience: Interactive Chat

Figure 6 Interactive Help Is All About Convenience

“What did you like about using online chat?”



Base: US online consumers who used online chat and conducted research online during the past 12 months

Source: Forrester's NACTAS Q4 2006 Finance Online Survey

42472

Source: Forrester Research, Inc.

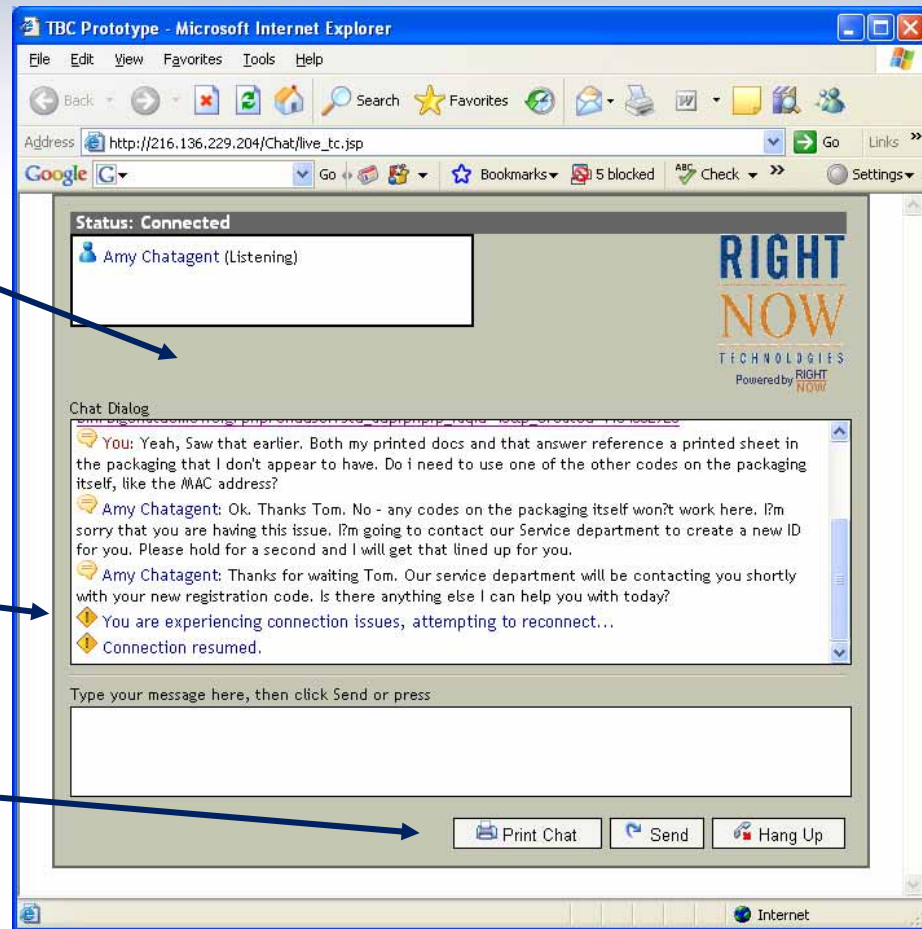
Pre-Sales Customer Experience: Interactive Chat

Client is now HTML – no Java

Chat client now able to recover from disconnects (internet service issues, dialup, etc.)

Ability to print the chat dialog

Consumers see approximate wait time information when in queue



Pre-Sales Customer Experience: Interactive Chat

- Scalability and customer experience
 - Supports multiple simultaneous chat sessions
 - Callers are automatically reconnected with agent if chat session is dropped
- Fully integrated into the RightNow desktop for agents
 - SmartAssistant® presents suggested answers based upon chat content with a single keystroke
 - Send a standard response with a single keystroke - for speed and consistency
 - Create an opportunity within a chat session
 - Access Offer Advisor™ to view potential up-sell/cross-sell opportunities
 - Use one or more visual/audio aids to help manage multiple incidents
 - “Push” the session automatically to the agent or allow the agent to “pull” the next session
 - All chat sessions are recorded in the database – regardless if an incident is created
- Reports and trending analysis capabilities
 - Monitor trend analysis on key interaction metrics
 - # of chat sessions, avg. wait time, avg. duration by agent/group of agents

Pre-Sales Customer Experience: Interactive Chat

- Examples:
 - Plantronics
 - Hargray Communications
 - Cabela's

Pre-Sales Customer Experience: Finding a Location

- RightNow Locator™
 - Where to buy, return, exchange, or repair products
 - Configurable search based on proximity, hours of operation, services offered, products stocked, or other criteria
 - Easily supports both customers and agents
 - Can be voice-enabled or online chat - HUH???
 - Stand-alone or in conjunction with other RightNow solutions
- Examples:
 - Banksouth
 - Cabela's

Audience Question

Who uses RightNow for post-sales support



Stages of Purchase



Optimizing the Post-Sales Customer Experience

- The Next Level of Web Self-Service
- Gather Valuable Customer Information
 - Product registration
 - Surveys
- Proactive Customer Communications
- Impact Product Development/R&D

Post-Sales Customer Experiences: Enhanced Web Self-Service

- Simplify and streamline navigation for consumer
 - Show multiple categories on a single page
 - Leverage product icons
- FAQs
 - Post the most frequently viewed Q&As
 - Top X list, Top X listing under categories or RSS Feeds
 - Automatically sort through product/model selections
- 3 Customer Examples:
 - British Telecom
 - TomTom
 - Electronic Arts

Post-Sales Customer Experiences: Enhanced Self-Service

- Proactively Tune Search
 - Search results better match customer expectations
 - Adapt the site to the customer language
 - Present more accurate results
- Two Key Opportunities:
 - Aliases List
 - Contains common synonyms for verticalized language:
 - HD: High Definition, Hard Drive, Harley Davidson, or Home Depot?
 - File manager: aliases.txt
 - Stop Words
 - Specify common words that don't differentiate results
 - Examples: Click, Information, Please, Will
 - Make sure you don't have something you want searchable
 - » Ex. 'will' might be an important word on a legal document site
 - Administration Console→Service→Knowledge Base Configuration→Stopwords

Post-Sales Customer Experiences: Gathering Customer Information

- Product Registration
 - Customer information
 - Product details
- Customer Preferences
 - Opt-in for additional information
 - Note:
 - Opt-out option
 - Privacy policy

Contact information	
Salutation: Mr. <input type="text"/>	Street: <input type="text"/>
First name: <input type="text"/>	City: <input type="text"/>
Last name: <input type="text"/>	State/Province: -- <input type="text"/>
Phone: <input type="text"/>	Zip/Postal: <input type="text"/>
### ### ####	Country: US <input type="text"/>
Email address: <input type="text"/>	
Please carefully check your email address entry. To ensure your email filter does not block messages from us, please add our 'From' address (nikon@nikon.net) to your Address Book.	
Product information	
Model purchased: -- <input type="text"/>	
Date of purchase: August <input type="text"/> 15 <input type="text"/> 2007 <input type="text"/>	
Serial number: <input type="text"/>	
Did you purchase an extended service coverage plan with this product? <input type="radio"/> Yes <input type="radio"/> No	
Communications Preferences	
Nikon values you as a customer and wishes to respect your privacy and security. Please use the options below to control how we'll communicate with you. For more information about Nikon Inc's Privacy Policy, click here.	
Send me education based messages that will help me get the most out of my photography and sport optic equipment including helpful tips and lessons, inspirational articles and other related educational messages.	<input type="radio"/> Yes <input type="radio"/> No
Send me the Nikon corporate newsletter that will keep me up to date on all the latest company news including newly released products, rebates and other relevant company information.	<input type="radio"/> Yes <input type="radio"/> No
Send me special offers from Nikon marketing partners. Please note that these messages will come from Nikon, and at no point will Nikon share or sell your contact information with these third parties.	<input type="radio"/> Yes <input type="radio"/> No
If you would prefer to not receive additional email messages from Nikon, please select No .	<input type="radio"/> Yes <input type="radio"/> No
<input type="button" value="Submit"/>	

Post-Sales Customer Experiences: Gathering Customer Information

- Learn what customers are thinking
 - Purchase process
 - Retailer experience
 - Online research
 - Product feedback
 - Closed incident survey
 - Event-triggered survey
- Web, email, voice
- Segmented & personalized
- Rules route for follow-up action
- Automated reporting and dashboards

The screenshot displays the 'XL100 Feedback' software interface. The window title is 'XL100 Feedback' and the menu bar includes 'Save', 'Spell Check', 'Preview Survey', and 'Survey URL'. The main navigation tabs are 'Summary', 'Questionnaire', 'Audience', 'Invitation Message', 'Proof Testing', 'Delivery', and 'Results'. The current view is 'Page 1' of '1 of 1' questions.

The questionnaire content includes:

- Likely to Recommend**: A question asking 'On a scale of 0 to 10, how likely are you to recommend the XL100 to a friend or relative?' with a dropdown menu.
- XL100 Satisfaction**: A question asking 'How satisfied are you with the XL100?' with radio button options: Delighted, Satisfied, Neutral, Dissatisfied, and Very dissatisfied.
- XL100 Satisfaction Factors**: A question asking 'What is the most significant factor influencing the answer you provided about your satisfaction level?' with radio button options: Features, Design, State of the art technology, Ease of use, Help / technical support, and Other (please specify) with a text input field.

On the right side, there are two task panels: 'Survey Tasks' and 'Page Tasks'. The 'Survey Tasks' panel includes 'Add a Page', 'Pick a Template', 'Survey Options', 'End of Survey Options', 'Switch to Advanced Mode', and 'Preview Survey'. The 'Page Tasks' panel includes 'Set Page Title', 'Add a Question', and 'Add HTML Content'. At the bottom, the 'Survey Template' is set to '(none)'.

Closed Incident Survey

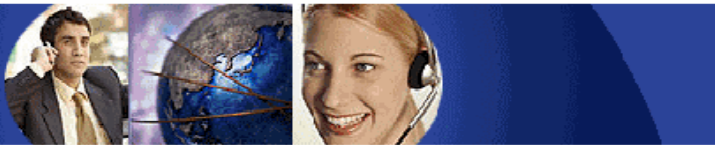
http://drusherdelta.rightnowdemo.com/cgi-bin/drusherdelta.cfg/php/enduser/doc_serve.php?&1=AvcG - Windows Internet Explorer

http://drusherdelta.rightnowdemo.com/cgi-bin/drusherdelta.cfg/php/enduser/doc_serve.php?&1=AvcG~wr~Dv8S~xb~Gv8

Google

TurboT... BT.CO... Logitec... Suppor... Linksys... htt... http://... RightN...

Global Solutions



Welcome ! Please take the time to answer a few quick questions about your experience with Global Wireless Support. This survey should take about one minute of your time and will help us to make your next experience with us even better.

How would you rate our service?

5 - Outstanding 4 - Excellent 3 - Good 2 - Fair 1 - Poor

What factors led you to your rating of our service?

Speed of Service

Responsiveness of Representatives

Availability of Information

Satisfaction with Resolution

Other

How likely are you to refer us to a friend, relative or colleague?

10 - Definitely

9 - Very Likely

8 - Likely

7 - Somewhat Likely

6 - Possibly

5 - Neutral

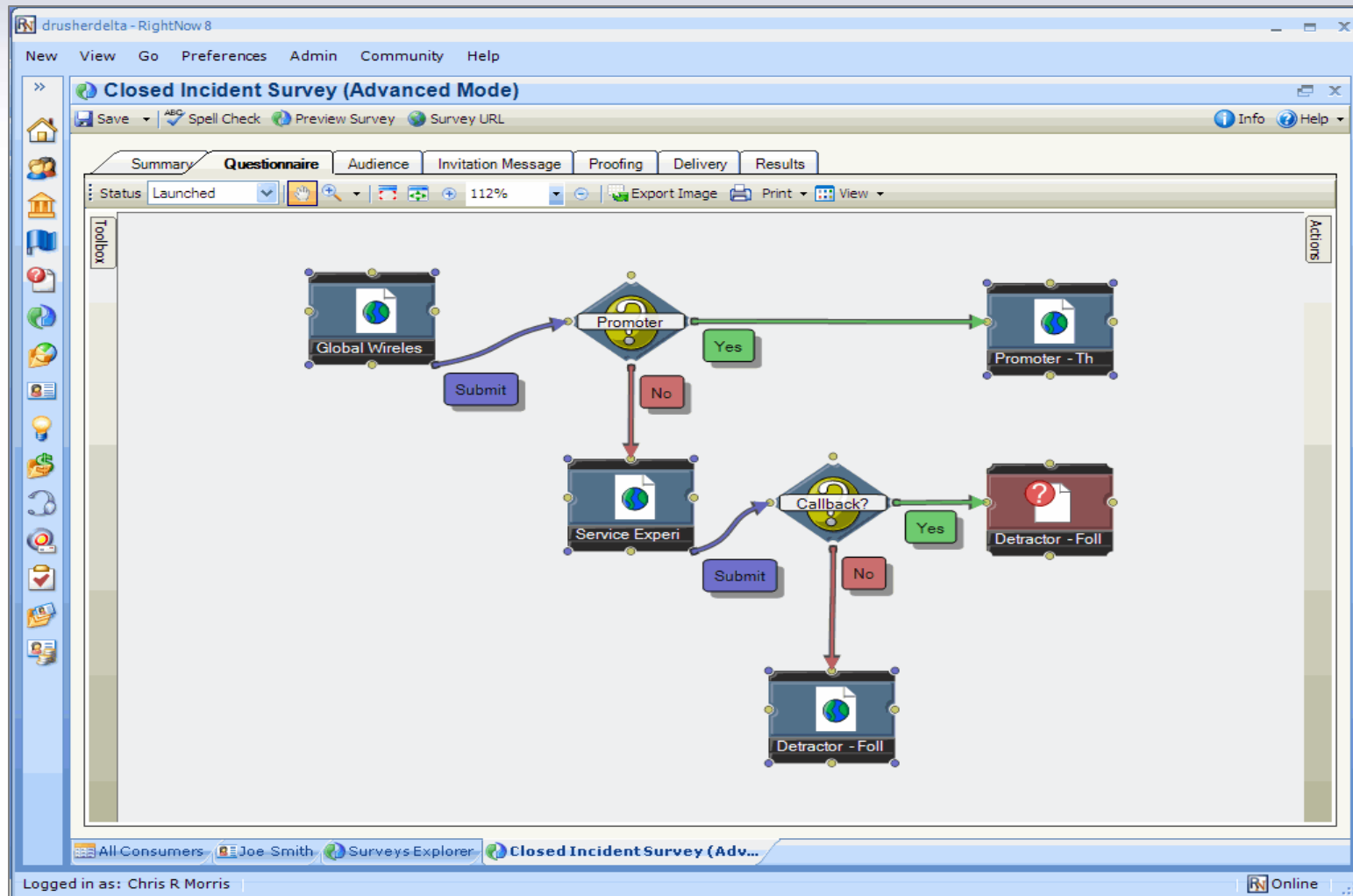
4 - Somewhat Unlikely

3 - Unlikely

2 - Very Unlikely

Internet 100%

Simple to Set Up, Business Rules Routing



Post-Sales Customer Experiences: Proactive Communications

Nokia to Replace Phone Batteries After Overheating Incidents



Finnish mobile handset giant Nokia Corp. said it would replace a number of customers' phone batteries, after receiving reports of around 100 incidents of overheating from a batch of 46 million. No serious injuries or property damage has occurred from the defective batteries, according to Nokia, but the company said that the batteries, produced by Japanese manufacturer Matsushita Electric Industrial Co., had overheated and caused short-circuiting on certain phones. Matsushita, which manufactures hundreds of different electronics goods under the Panasonic brand, made 46 million of the BL-5C batteries for Nokia between December 2005 and November 2006.

Post-Sales Customer Experiences: Proactive Communications

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Campaign Designer
Email Communications
Lead Management
Message Optimization
Event-Triggered Communications
Segmentation & Personalization
Response Routing & Tracking
List Management/Deliverability
Customer Feedback Management
Analytics & Dashboards

Post-Sales Customer Experiences: Impact R&D

- Business rules forward incidents to:
 - Product managers
 - Manufacturing teams
 - Marketing & Sales
- Process uncovered defect in \$.30 part
 - Rapidly fixed
 - Minimized returns

Pre-Sales & Post-Sales: Roadmap for Success

- Take the simple steps:
 - Tune your web self-service experience
 - Start gather more valuable customer information
 - Act on the information you receive from existing customers
- Start planning how to leverage existing infrastructure into the pre-sales cycle:
 - Present context-sensitive, dynamic product
 - Test and deploy interactive chat
 - Initiate communications and promotions
 - Offer to help find the closest store/dealer/repair center

Additional Resources

RightNow Community: <http://forum.rightnow.com/>
Product and Vertical forums

RightNow Resource Page: <http://www.rightnow.com/resource/>
White papers & product tours

Join us at these events:

SOCAP Oct 7 – 10

Visit: www.rightnow.com/events for details

At the Summit

Marketing Automation Best Practices: Wed 11:00 – 12:15

RightNow Feedback: Wed 3:15 – 4:30

RightNow Service: Wed 5:00 – 6:15

Search Tuning: find Doug Warner

Contact me: Susan.Meriwether@rightnow.com



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Thank you for your time. Questions?