



REACHING NEW HEIGHTS IN CUSTOMER EXPERIENCE



RightNow New Feature Preview

Doug Warner, Director of End User Experience
and Research, RightNow Labs

Topics Covered

8.2 Release (August 2007)

- **Sitemap Protocol Support**
- **Usability Enhancements**
 - Analytics
 - Feedback
- **Voice Enhancements**
- **Marketing Enhancements**
- **Live (Chat) Enhancements**

8.3 Release (November 2007)

Features Subject to Change

- **End User Page Redesign**
- **Knowledge Syndication Widget**
- **Usability Enhancements**
 - Analytics
 - Feedback/Marketing
 - Workspace Designer
- **Platform Support**
 - Vista Agent Desktop
 - On Premise
 - Linux/MySql 5
 - Linux/Oracle 10g
 - Win2K3/SQL Svr 2005
 - Win2K3/Oracle 10g
- **Remote Deployment Support**

Agenda

- Preview: SiteMap Protocol for Web Spidering
(Available: August 2007 – version 8.2)
- Preview: OpenSearch Protocol for Knowledge Syndication
(Targeted: November 2007)
- Preview: New Look and Feel for End User Interface
(Targeted: November 2007)
- Demo and Discussion
- Sneak Peek: End User Design Framework
(Targeted: Future)

Sitemap Protocol Support

- **Available: August 2007 version 8.2**
- **What are Sitemaps?**
 - Sitemaps are an easy way for webmasters to inform search engines such as Google about pages on their sites that are available for crawling.
- **Sitemap Feature Description:**
 - Facilitates Google's (and other search engine's) spidering of your public RightNow knowledgebase content.
- **Benefits:**
 - Allows you to control how search engine spiders visit and consume your knowledgebase content.
 - If you desire, this can help your content go to the front of the line in Google/Yahoo webspiders.

Sitemap Protocol Support

- Configuration setting controlled
 - Automatic posting of content to Google
- Meshes with v8.0 web spider detection, control, and reporting
- Support of standard within RN External Document Indexing
 - RN spider can consume standard SiteMap
 - Simplifies spider configuration and corporate information access
 - RN spider can consume extended SiteMap
 - Allows local control to bias results

OpenSearch Protocol for Knowledge Syndication

- **Targeted: November 2007**
- Support of industry search engine standard
- Allows syndication/publication of RN public Answer content outside of RN support pages
 - Product pages on corporate web sites
 - Commerce pages on corporate web sites
- Provides multiple syndication controls
 - No search query
 - Search query
 - Product and/or Category limits
 - Search query with Product and/or Category limits

New Look and Feel for End User Interface

- **Targeted: November 2007**
- Updated, modern design
- More style sheet control
- Easy selection of previous or updated design
- Note: Upon upgrade, customizations are made once a design is selected

Demos and Discussion

Supporting Information

- End User Design Framework
- November 2007 Look and Feel
- Syndication Widget Information and Sample Screen Shots

Sneak Peek: End User Design Framework

- **Targeted: Future**
- Extend November 2007 updated look and feel
 - More configuration
 - Web 2.0 approach for widgets and interactivity
- Provide WYSIWYG designer to modify page layout and widget properties
- Allow import of pages, assets and branding created in external tools (Dreamweaver, FrontPage, etc)
- If you would like to give specific input, please contact us through
Dave Fulton, dfulton@rightnow.com
Chris Tarabochia, ctarabochia@rightnow.com

End User Page Redesign - Home

- Updated look and feel for our out-of-the-box end-user pages



Support Home

Find Answers

We store all resolved problems in our solution database. Click to the right to view one of our top 5 most read answers or search by keywords, product, category, or phrases.

Most Popular Answers

Click to view our top 5 most read.

- [Entry level camera phones.](#)
- [Introducing the Conversa 8500i. Available only on Global Solutions!](#)
- [I got my phone wet. What should I do?](#)
- [How do I roll-over the remaining minutes from one month to the other?](#)
- [Can you please send me information about calling plans?](#)

Search by Keyword

[Search All Answers](#) [Advanced Search](#)

My Stuff

Check the status of your questions, modify your profile, and more.

[Go to My Stuff](#)

Ask a Question

Submit a question to our technical support staff who will reply by email.

[Ask a Question](#)

Live Assistance

Chat now with a support person or request that one call you back later.

[Chat with Support](#)

Powered by RIGHT NOW

End User Page Redesign - Home

- Updated look and feel for our out-of-the-box end-user pages



End User Page Redesign - Answers

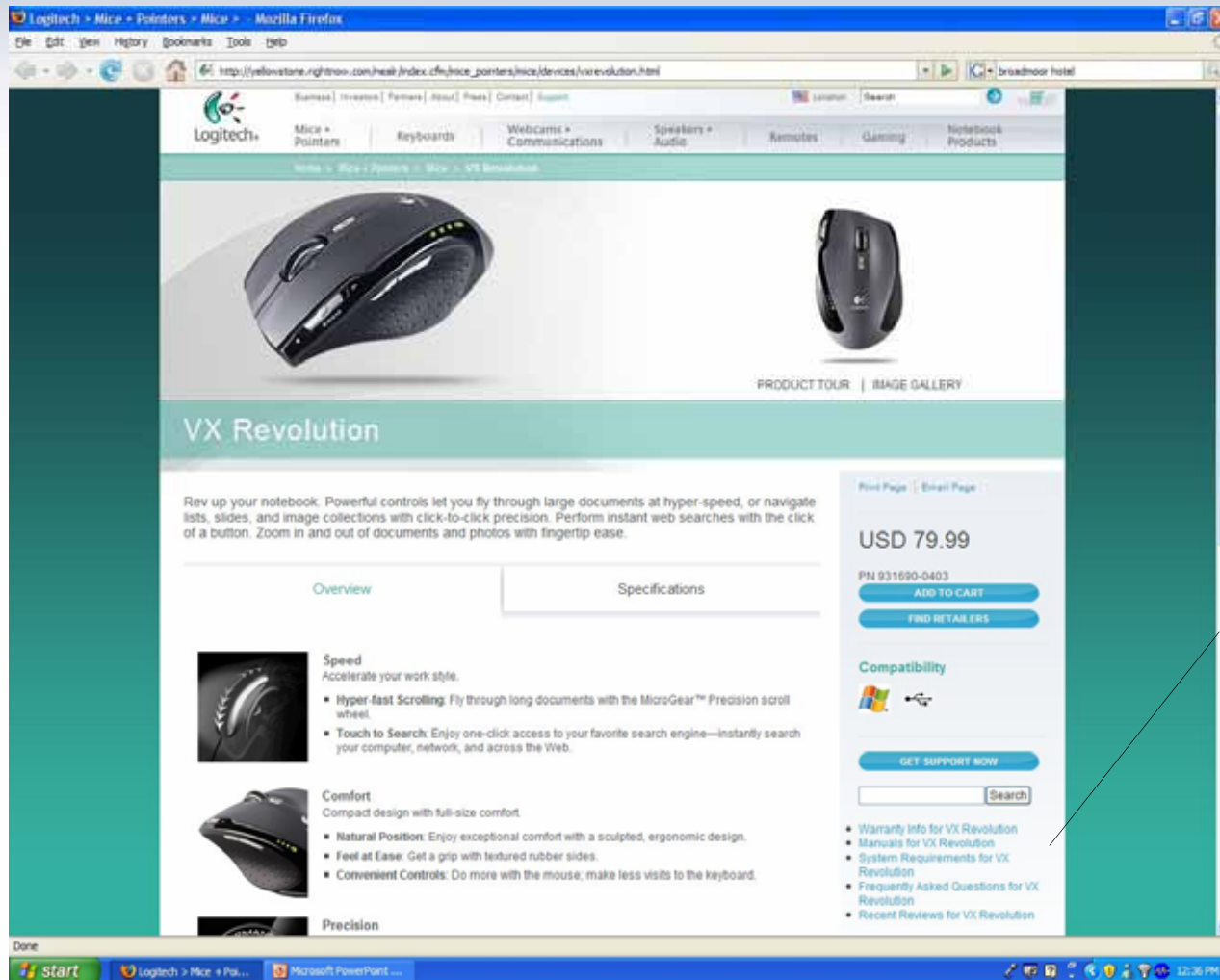


This is a screenshot of the 'Answers' section of a support website. At the top, there are navigation tabs: 'Support Home', 'Answers' (which is highlighted), 'Ask a Question', 'Live Assistance', and 'My Stuff'. Below the tabs is a blue header area with a white exclamation mark icon and the word 'Answers'. Text below the header says: 'We store all resolved problems in our solution database. Search by keywords, product, category, or phrases below.' There is a search box with the placeholder text 'Searched Item Here' and a 'Search' button. Below the search box is a link for 'Advanced Search'. The main content area is titled 'Search Results' and shows a list of five search results. Each result includes a numbered title, a short description, and category information. On the right side of the page, there are two sidebars. The top sidebar is titled 'Live Assistance' and contains a chat icon and the text 'Chat now with a support person or request that one call you back at a later time.' Below this is a 'Chat with Support' button. The bottom sidebar is titled 'Related Links' and contains two links: 'Global 2007 R5 Update Error with Windows Vista' and 'Buy or Upgrade', each with a 'Learn More' link.

Knowledge Syndication Widget

- **Some typical use cases**
 - Embed KB answers on a product page outside the support section of the web site.
 - Embed KB answers on a product page within the support section of a web site
- **Knowledge content dynamically segmented to serve up only answers relative to that page**
 - Standard support answers for a particular product ID or product category
 - Define additional answer types
 - Possible to add an answer type custom field to answers to categorize answers as “FAQs”, “How Tos”, “System Requirements” and serve up different types of answers for a particular product

Knowledge Syndication Widget Example Screen Shot



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