



REACHING NEW HEIGHTS IN CUSTOMER EXPERIENCE

**RIGHT
NOW**
TECHNOLOGIES
SUMMIT 07

Improving Customer Experience with RightNow Partners

insidesales.com™ 

TARGUS*info*® On-Demand Data

UCN™
get inContact®



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insidesales.com™ 

Partner Profile: InsideSales.com

- Private
- Lead Management
- www.INSIDESALES.COM
- 6 Years in Business
- Headquartered in Springville, Utah
- Omniture, Prosper, Franklin Covey, Jim Click Ford
- Referral Partner Classification

InsideSales.com Customer Experience Value Proposition

We help customers improve their customer's experience by embedding 'telephony power tools' like dialers and lead management technologies in Customer Support, Marketing, and Sales modules to triple productivity and wring more value out of leads, prospects, and customers.

An example of this is a client of ours named Prosper.

At Prosper, a large coaching and training company, they have a team of 30 marketing and salespeople using our technologies to scour the hundreds of thousands of old leads lying dormant in their database and they currently produce an extra \$150,000 per week in sales.



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TARGUSinfo On-Demand Identification
Boosting Call Center Efficiency and Improving Caller
Satisfaction

TARGUS*info*[®] On-Demand Data

Partner Profile: **TARGUS**info®

- Private \$100 Million Company
- On-Demand consumer data solution company
- Started in 1993
- Headquartered in Vienna, VA (Washington D.C. area)
- 700 Clients include: **FedEx**®, **Comcast**, **Crate&Barrel**
- Process over 18 billion transactions per year
- RightNow Referral Partner
- www.TARGUSinfo.com



TARGUSinfo Customer Experience Value Proposition

TARGUSinfo provides precise consumer data the instant a call is received for increased efficiency and better consumer experiences.

Whirpool Case Study

- Problem:
 - Received 50,000 calls per week and captured only 50% of caller data which led to agent inefficiency and poor customers relations
- Goal:
 - Identify 90% of customers
 - Shorten calls by 60 seconds
- Result
 - Upgraded data quality and improved customer experiences



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UCNTM
get inContact[®]

Partner Profile: UCN, Inc.

- Public: UCNN
- Improving the productivity and performance of contact centers and their employees
- www.ucn.net
- 10 years in business
- Headquarters: Salt Lake City
Satellite office: Minneapolis, MN
13 home-based sales offices around the country
- Customers.....

UCN Mid-Market Accounts



UCN Enterprise Accounts



P O T T E R Y B A R N



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Satellite office: Minneapolis, MN
10 sales offices around the country
- UCN is an Integration Partner of RNT: We integrate our front-end contact handling services with the intelligence maintained in the RNT CRM to deliver a complete contact handling solution to our customers

UCN Customer Experience Value Proposition

- Hosted all-in-one contact handling and continuous agent improvement system
- Integrated with the RNT data management system to do the following:
 - Data dips -- during the IVR obtain intelligence about caller, determine the appropriate call flow
 - Trigger a screen pop, fully populated with relevant caller info
 - Benefits: reduces transfers, reduces overall talk time, increases agent productivity
- Key inContact functions: receives the contact, knows who is available to take contact, knows what skills each agents has, routes the contact, tracks call metrics and agent metrics for reporting purposes
 - **With intelligence gathered from CRM, knows who the caller is, knows if they have an outstanding trouble ticket or not which drives the screen pop**
- More than just a contact routing system: indepth tools for improving agent productivity and caller satisfaction
 - Real-time monitoring and recording (coaching purposes)
 - Near real-time, direct customer feedback, analyzed, presented as score and trend information, comparing agent against team or division or all call centers; used by agents to change behavior
 - Automated agent scheduling, forecasting and real-time adherence tracking system
- Joint customers include: Sonos, Plateau Systems, March Group, Ribbit, FlexCar