



REACHING NEW HEIGHTS IN CUSTOMER EXPERIENCE



RightNow Marketing

Solution Overview

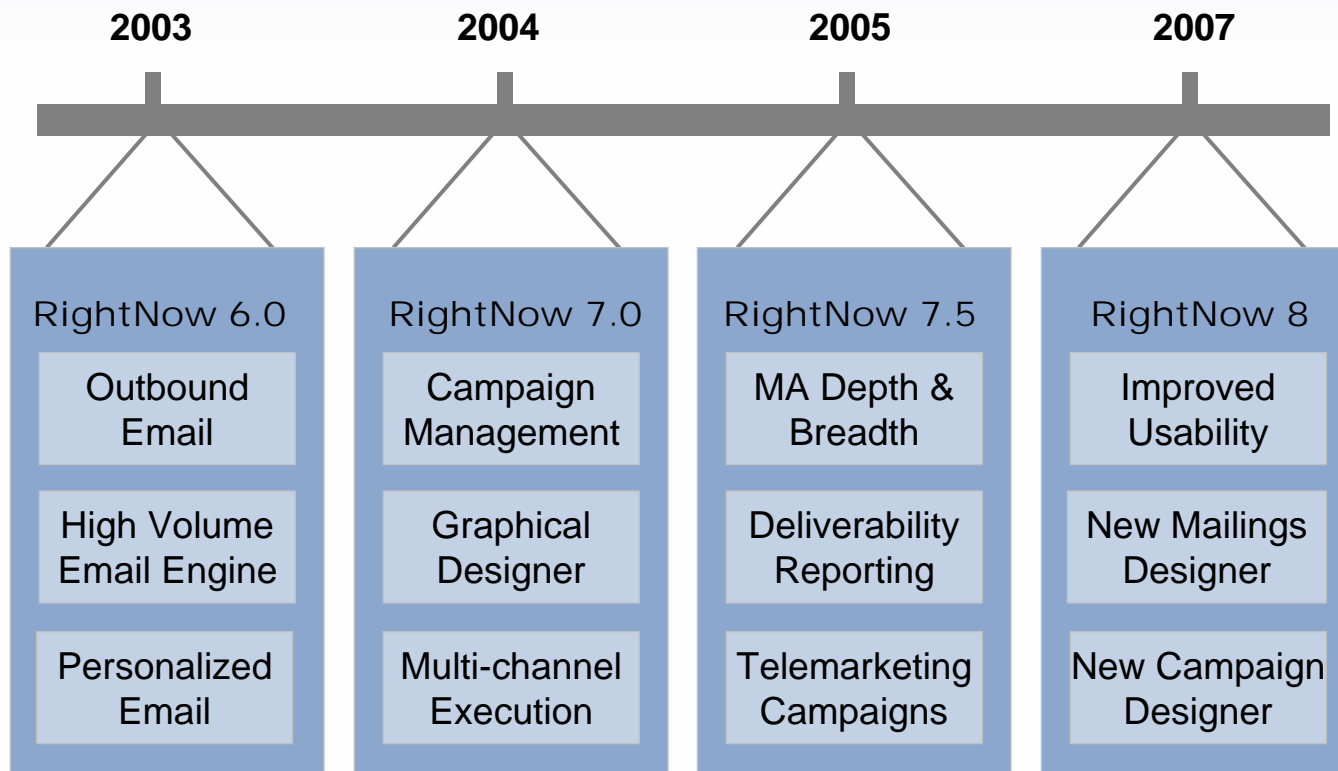
Chris Hamilton

Director, Product Management – Core Technologies

Agenda

- **RightNow Marketing Customers**
- **Marketing Solution Overview**
- **Product Demo**
- **What's new in RightNow 8.2**
- **New Release Cycle Process and Roadmap Preview**

RightNow Marketing Product Evolution



RightNow Marketing Customers





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RightNow Marketing Solution Overview

Marketing: Often the First Experience

- First impression of your brand
- Can make or break a customer relationship
- With so much customer choice, second chances are few



The Dilemma

How Do You...

Deliver a Branded Customer Experience and Address Top Marketing Goals

- ✓ Differentiated
- ✓ Targeted and personalized
- ✓ Timely

while

Controlling or Reducing Costs?

- ✓ Best return for marketing dollars
- ✓ Measurable impact
- ✓ Continually optimized

Today's Marketing Challenges

Business:

- Customer expectations increasing
- Response rates decreasing
- Maximizing/measuring return on marketing dollar
- Regulatory constraints
- Lack of customer insight

Technology:

- Multiple, disparate customer repositories
- Incomplete customer data
- Insufficient customer segmentation capabilities
- "Farmed out" operations diminishes control
- Poor analysis of campaign performance

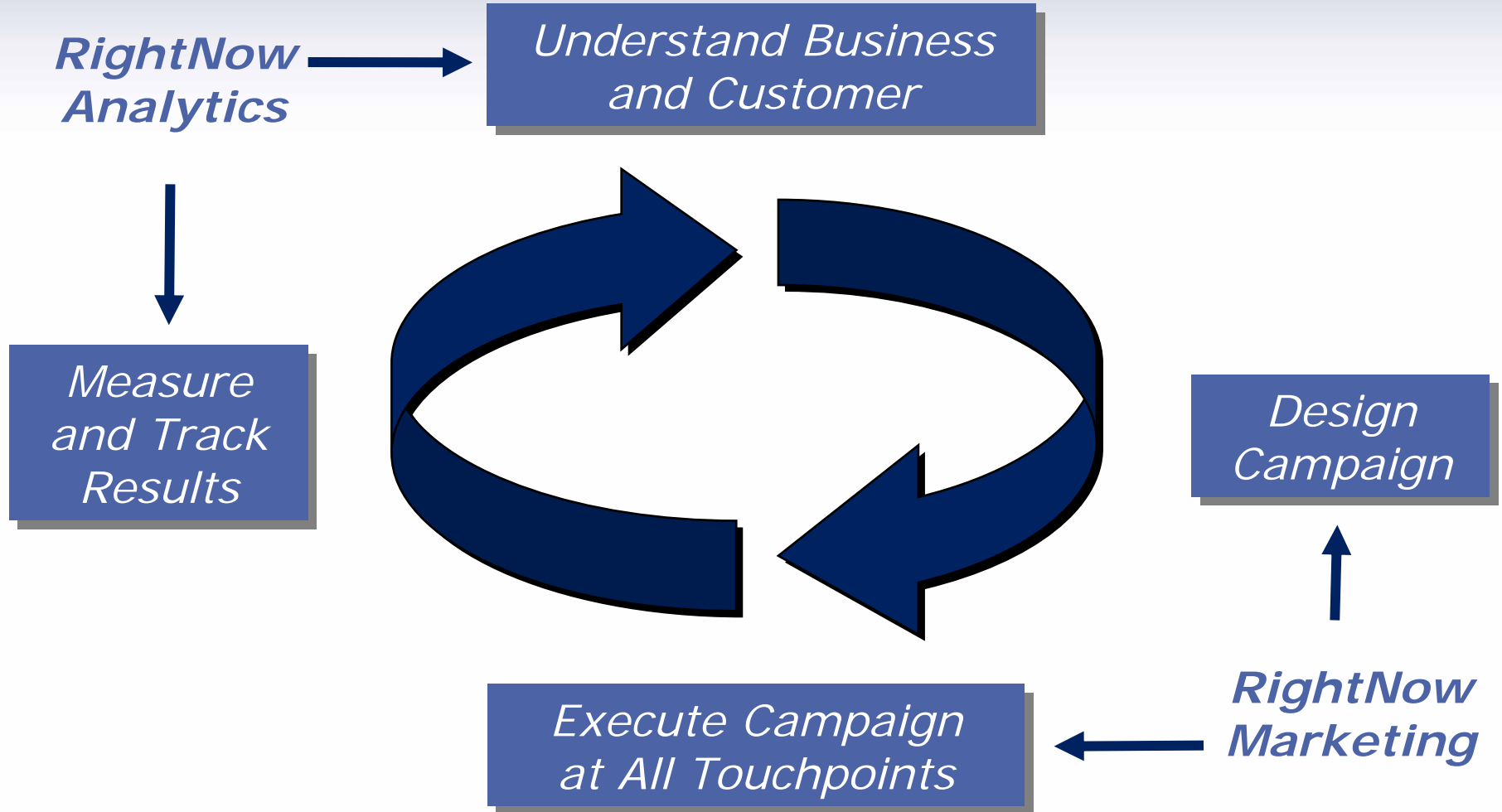
The RightNow Marketing Solution



Deliver superior customer experiences by ...

- Providing highly personalized communication
- Delivering relevant, timely offers
- Leveraging cross-departmental customer knowledge

Marketing Closed Loop



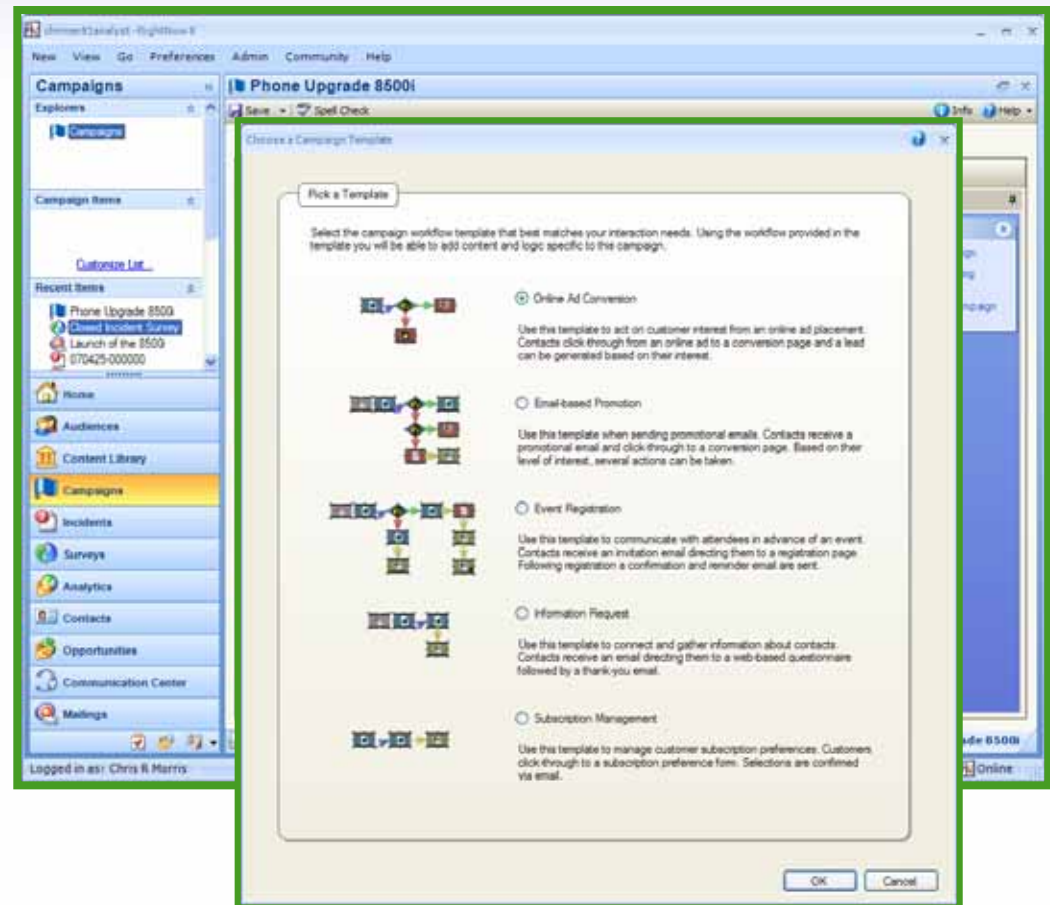
Multi-Channel Campaign Management

- Generate compelling campaigns from planning and design through to execution and results
- Flexibility and power in the hands of your frontline marketing staff
- Complete in-house control

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

Campaign Designer

- Expedite planning to execution with graphical drag-and-drop interface
- Start with a blank campaign, choose, and existing campaign or start with a campaign template



Email Marketing

- Create personalized, targeted email marketing messages
- Fast and easy to use:
 - Empowers business users
 - No IT support needed
- Event-triggered or scheduled for optimal flexibility
- Track response effectiveness



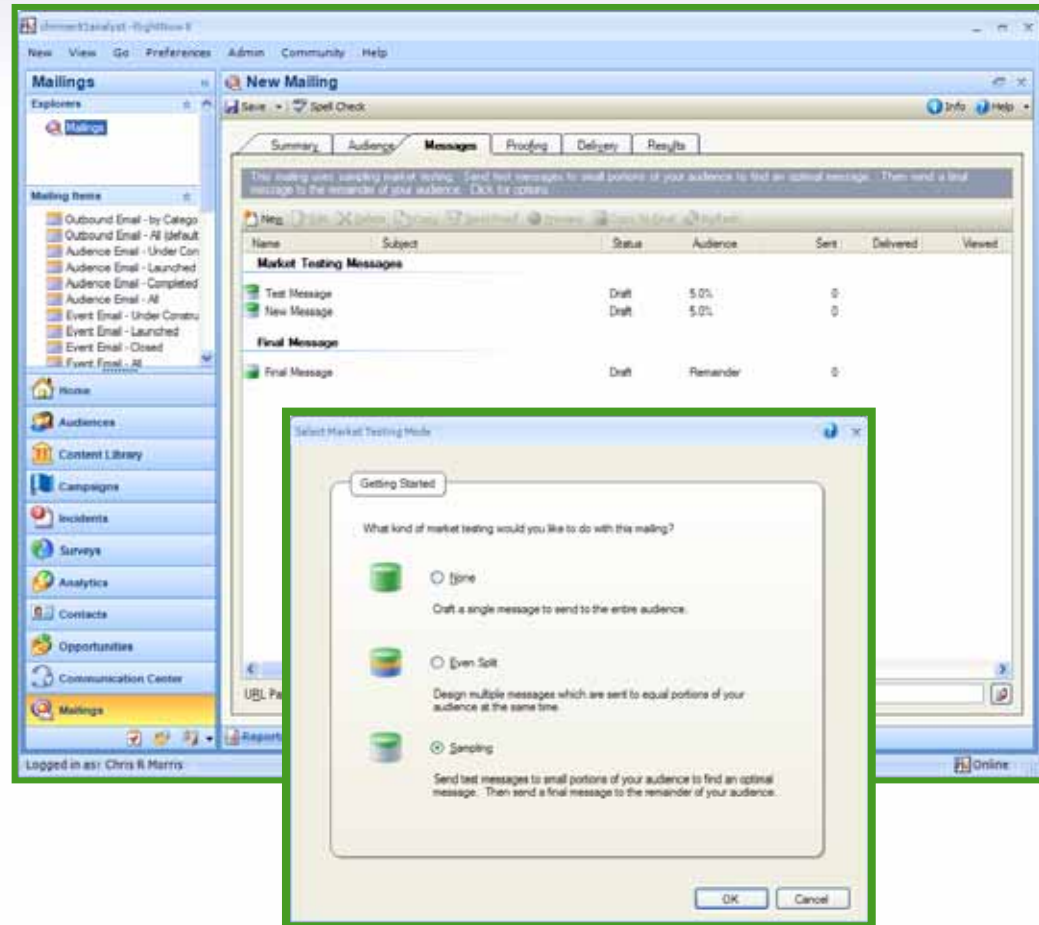
Lead Management

- Ensure leads get routed and followed-up appropriately
- Sales reps can easily accept or reject leads
 - Accepting promotes a lead to an opportunity
 - Rejecting sends it back to the marketing warming pool and relevant campaign
- Analytic lead reports show the effectiveness of lead generation activities and conversion rates



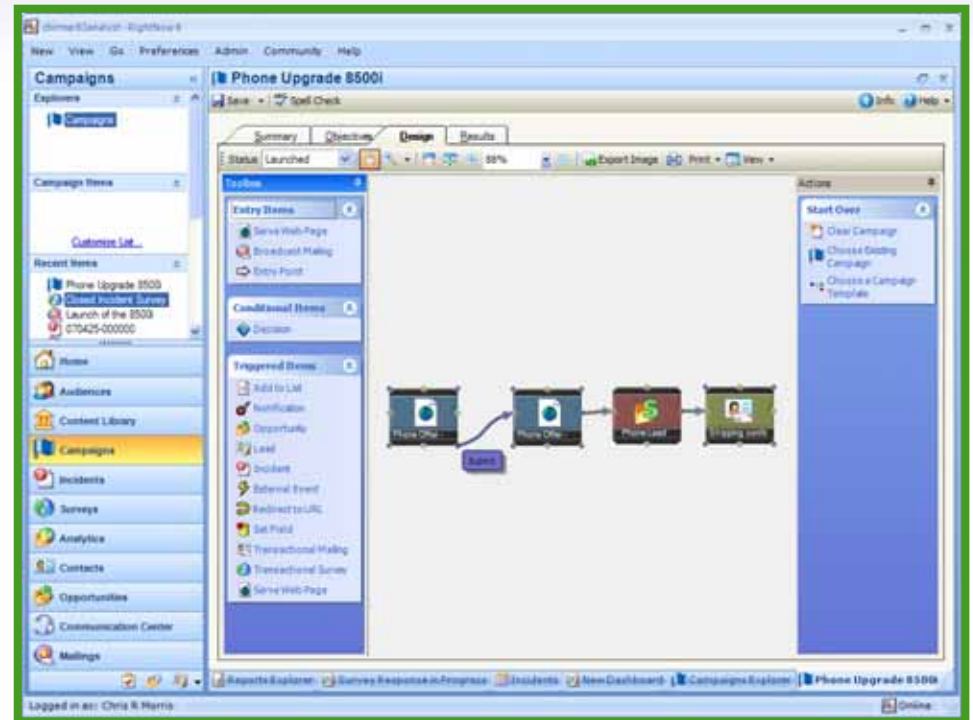
Message Optimization

- Quickly proof test content for quality assurance
- Flexible test cell functionality tests multiple attributes for best results the first time
- Minimize trial and error, maximize productivity



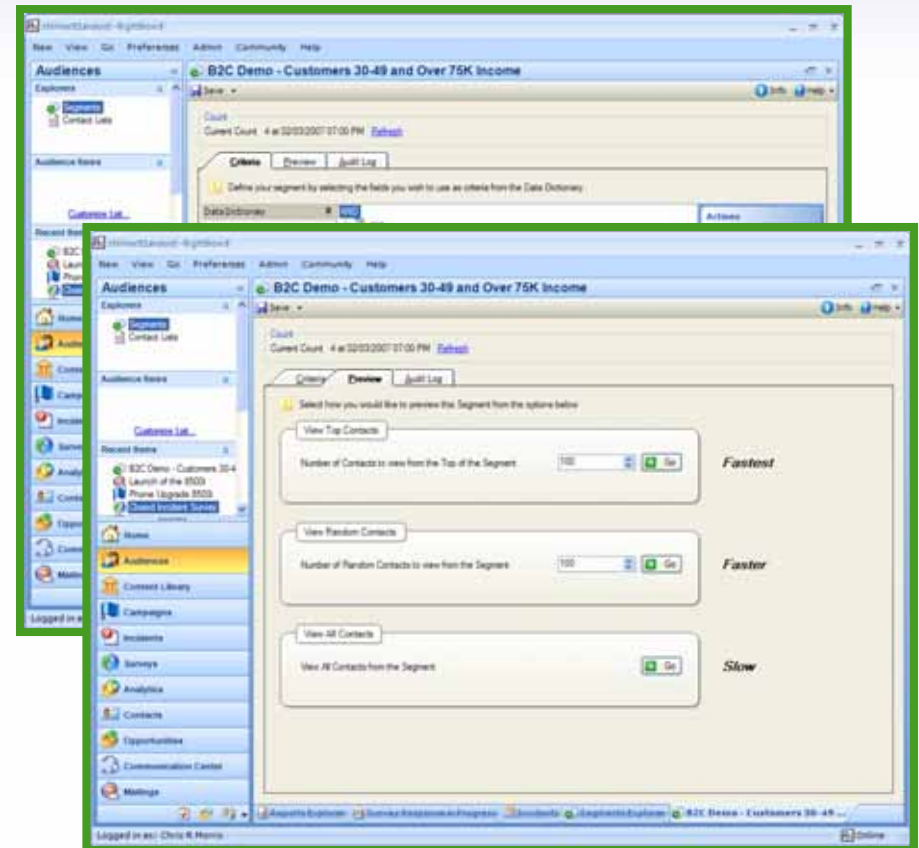
Event-Triggered Communications

- Automatically send personalized emails based on any type of customer action or data
 - Website inquiry, closed incident, purchase
- Ensure high-touch customer interactions with auto-confirmations
- Schedule emails based on key calendar events



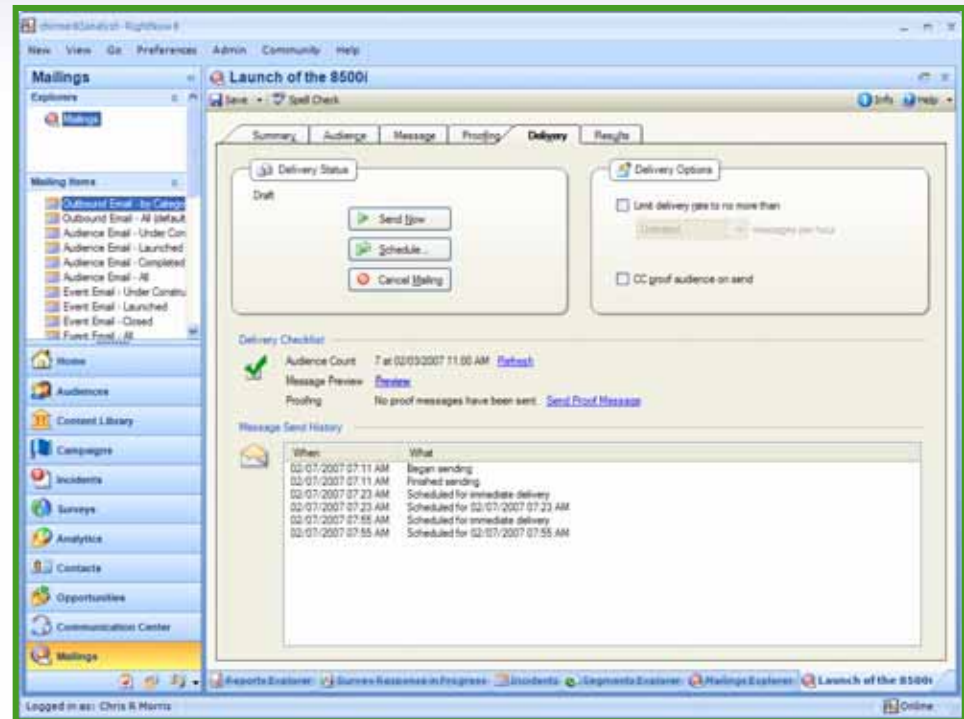
Segmentation and Personalization

- Identify target groups based on key customer attributes
- Maximize campaign relevancy and impact with highly personalized content delivered to target customer segments
- Ensure quality of marketing communications with powerful de-duplication
- Preview segment results



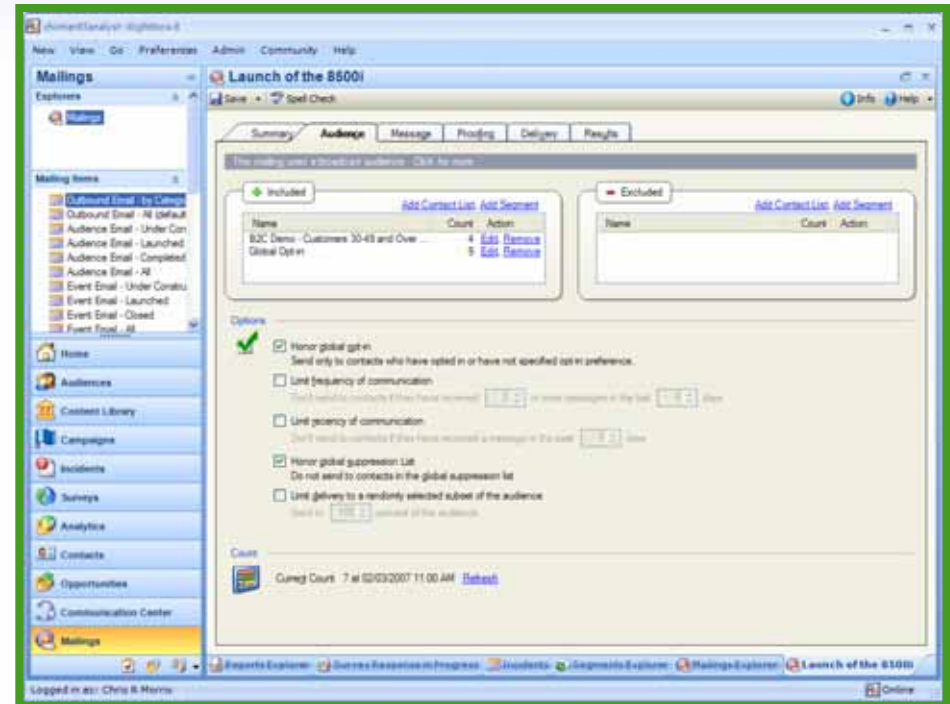
Response Routing and Tracking

- Closely track campaign performance from delivery and open rates to click-throughs and conversions
- Ensure timely follow up with automatic, attribute-driven lead routing
- In-line information helps maximize staff productivity



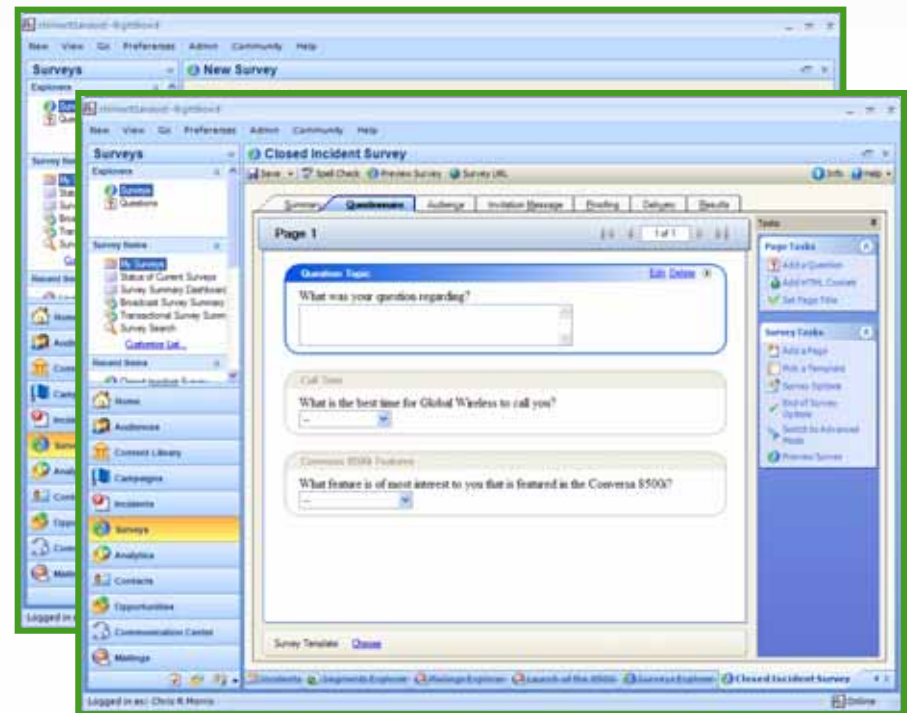
List Management/Deliverability

- Control opt-in/opt-out preferences
- Control frequency and recency of correspondence
- RightNow Delivery Management Team (DMT) ensures rigorous compliance with latest anti-SPAM regulatory requirements



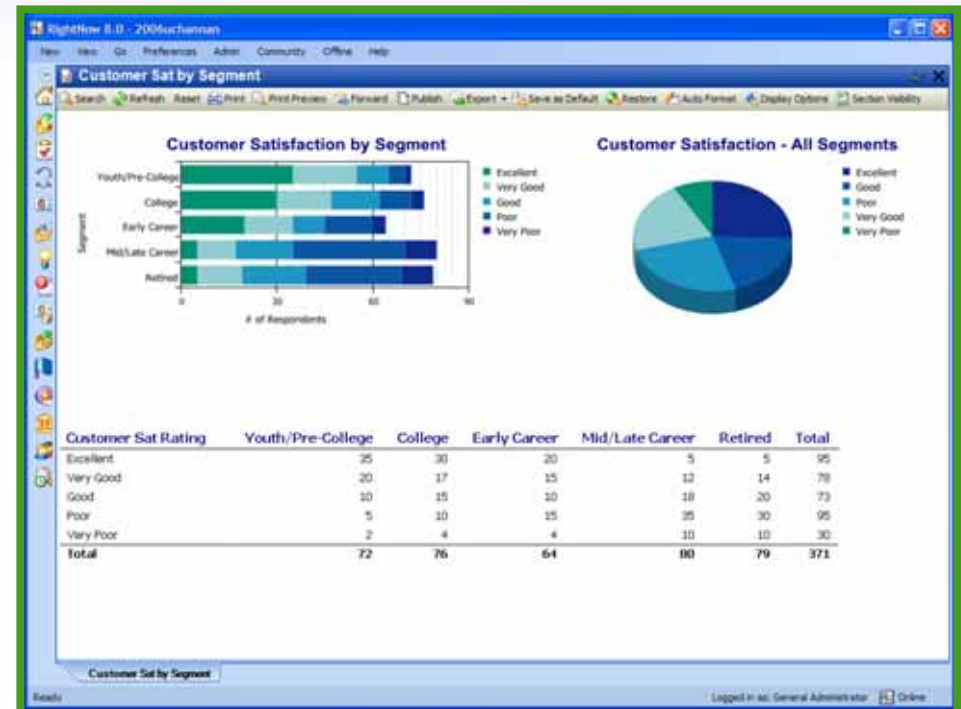
Customer Feedback

- Graphical designer to easily create and execute surveys
- Multiple question types
 - Short answer, text, multiple choice, multi-select
- Identify the survey audience and create invitation campaigns
- Link to surveys directly from email or web page
- Analyze survey responses (by survey, question, customer...)
- Pre-built survey templates and reports



Marketing Analytics Dashboards & Reports

- Consolidated view of marketing activity with personalized homepages
- Access actionable knowledge and best practices with marketing dashboards
- Easily tailor reports with the Report Design Center
 - Over 50 pre-built MA reports
 - Drag-and-drop creation
 - In-line view of ROI by campaign





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RightNow Marketing Demo



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RightNow Marketing Customer Successes

Customer Experience Success: ResortCom

Business Objectives:

- Provide a superlative customer experience to drive loyalty and achieve maximum organic growth

Challenge:

- Consistently, quickly, and effectively respond to customer needs across the organization

Results:

- Consistent information delivery
- Superior customer experiences
- Maintained flat headcount despite 300 percent increase in transaction volume
- Personalized communication
- 300% increase in profitability



Customer Experience Success: The Right Start

Challenges

- Drive traffic to brick and mortar stores
- Target marketing throughout child's development to drive loyalty
- Unified brand experience across multiple retail channels

Solution

- RightNow Marketing

Results

- 20% improvement in in-store promotions with online marketing
- Multiple, diverse campaigns reaching 60,000 customers and 335,000 prospects—all executed and managed by a single person
- Significantly improved visibility into customer behaviors by segment
- Fosters loyalty by giving customers a sense that they are dealing with single company





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Announcing Availability of RightNow 8.2

August 27, 2007

Marketing Enhancements

- **Built in CAN-SPAM compliance tools for email campaigns**
 - Automatically tests email messages for the physical address in the content, a working unsubscribe mechanism, and the customer's opt-out preferences.
 - Provides a visual checklist of other CAN-SPAM compliance tasks that must be confirmed by the user prior to sending.

New Mailing

CAN-SPAM Requirements	Compliance
System Verified:	
• Must Include Physical Address	✓ Pass
• Must Include a Working Opt-Out Method	✓ Pass
• Must Honor Opt-Out Requests within 10 Days	✓ Pass
Manually Verified:	
✓ Has Candid Subject Line	✓ Pass
✓ Indicates any Adult Content in Subject	✓ Pass
✓ Indicates Any Advertisement in Subject	✓ Pass
✓ Has Accurate From and Reply-To Headers	✓ Pass
✓ Does Not Send to Harvested or Generated Addresses	✓ Pass
✓ Does Not Send to Domains in FCC Wireless List	✓ Pass
Overall Compliance	✓ Pass

Preview

[Preview Message](#)

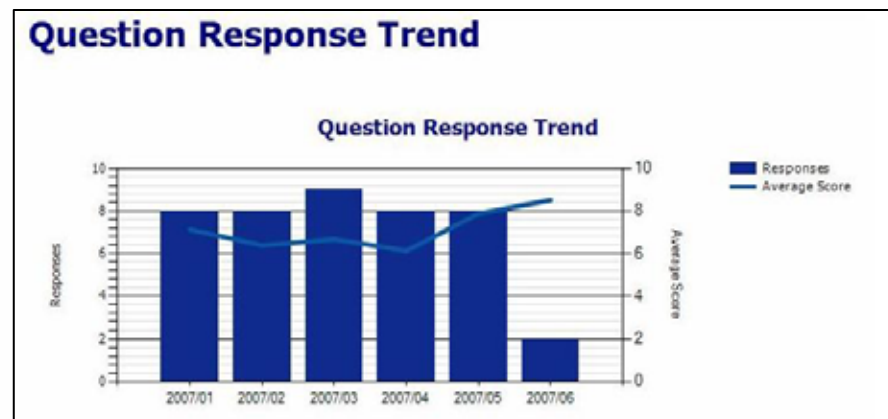
Subject: May Newsletter
Return-Path: offers@globalwireless.com
From: Global Wireless <offers@globalwireless.com>
Reply-To: Global Wireless <test@maildv.dv.lan>

Analytics Usability Enhancements

- **Shared best practices reports**
 - Business users can create and save public reports
- **Visually highlighted exceptions in reports**
 - Custom images are displayed next to cells in reports to indicate they are above or below pre-determined thresholds.
- **Customizable number of rows on report display**
 - Business users can define the number of items they want to display on each report page
- **Saved filter defaults**
 - RightNow user can save the last filter they used and store it in their personal preferences.
- **Profile access rights reports**
 - Admins can create reports to display profile members and their access to capabilities such as create incident and create survey. Easily find users that have access to a particular capability when changing access rights.

Feedback Enhancements

- **Best practice trend reports**
 - Identify improvement or decline trends in areas of interest such as customer satisfaction
 - Aggregate survey scores
 - Text survey emotion detection ratings
- **Emotion detection on text survey answers**
 - Determine the overall emotional sentiment for a particular text survey question.
 - Example: Gauging level of satisfaction with a newly launched product and giving agents a report of negative survey results for follow up based upon strong negative emotional score to gather additional detailed feedback





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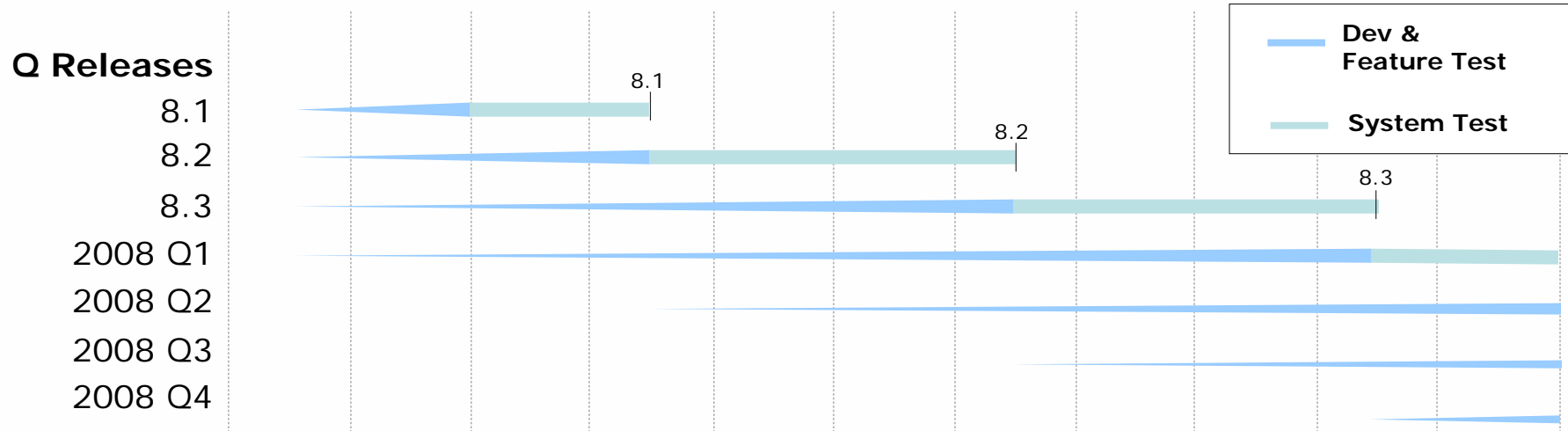
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New Release Cycle Process and Upcoming Release Preview

Solution Development Process Goals

- Receive customer feedback earlier in development cycle
- Get new capabilities to customers more frequently and sooner
- Shorter cycles for reduced risk and increased predictability

The new plan is Quarterly releases



RightNow Solution Roadmap Overview

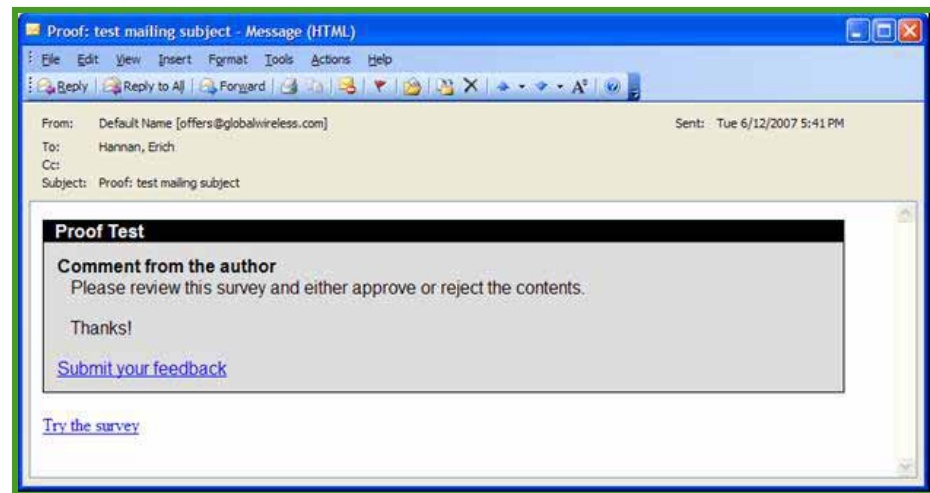
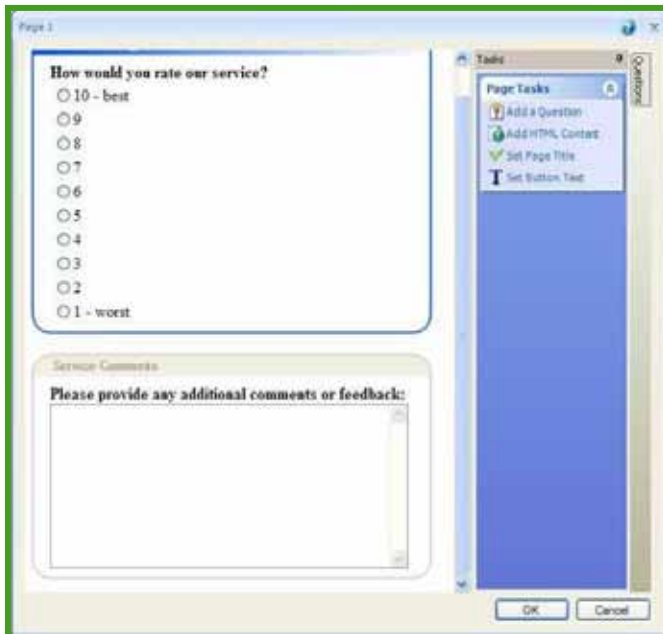
Release Timeframe

Q4 2007

- End User Page Redesign
- Knowledge Syndication Widget
- Usability Enhancements
 - Analytics
 - Feedback
 - 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

Feedback/Marketing Usability Improvements

- **Feedback**
 - Ability to double-click on page thumbnail in designer to view questions on page
 - Ability to proof a web survey



Analytics Usability Enhancements

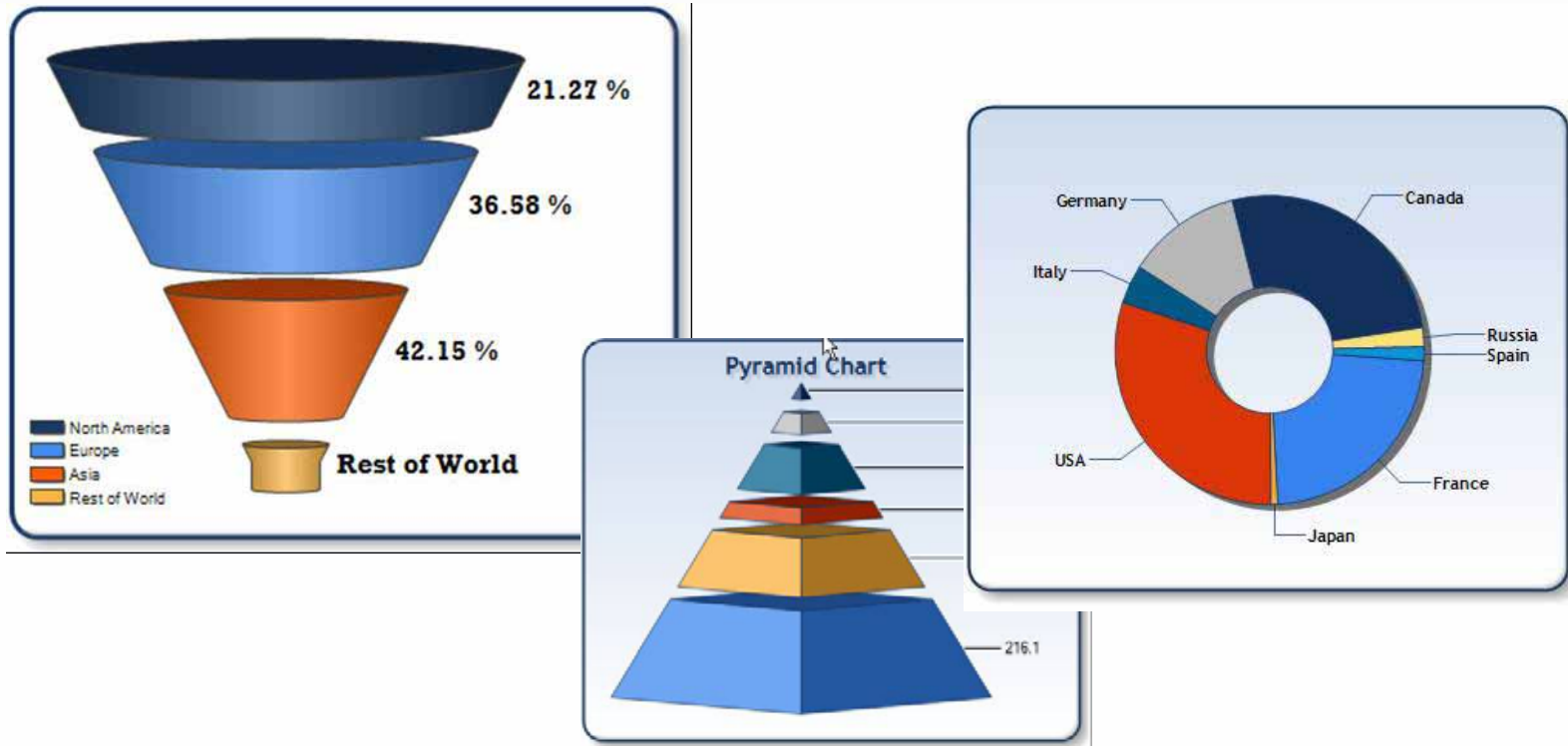
- In-line editing of reports for improved productivity

The screenshot shows a web application interface for managing incidents. At the top, there are tabs for 'Home', 'Report', 'Display', and 'Data'. Below the tabs is a toolbar with icons for 'New', 'Edit', 'Copy', 'Delete', 'Print', 'Forward', 'Assign', 'Propose', and 'Fill Inbox'. To the right of the toolbar are buttons for 'Inline', 'Bucketize', 'Save', and 'Auto-Save', along with a search icon and a refresh icon. Below the toolbar is a table of incident records. The table has columns for 'Subject', 'Status', 'Full Name', 'Queue', 'Date Last Updated', 'Reference #', and 'Action'. The 'Status' column for the 13th row is highlighted, and a dropdown menu is open, showing options: 'Solved', 'Unresolved', 'Updated', and 'Waiting'.

Subject	Status	Full Name	Queue	Date Last Updated	Reference #	Action
1 TEST □ and □...	Unresolved		Tier II	03/13/2007 01:54 PM	070313-000000	Edit C
2 Can't dial out! When I try to make a cal	Solved	John Jergenson	Tier II	07/17/2006 04:35 PM	060717-000001	Edit C
3 Can I check my minutes from my phon	Solved	Faith Carson	Tier II	07/17/2006 04:41 PM	060717-000000	Edit C
4 test2...	Unresolved		Tier II	07/06/2006 04:42 PM	060706-000002	Edit C
5 test1...	Unresolved		Tier II	07/06/2006 04:40 PM	060706-000001	Edit C
6 What's my account balance?...	Solved	Edward Lang	Tier II	07/06/2006 12:22 PM	060706-000000	Edit C
7 Do you support e-billing? I'm constantl	Solved	John Jergenson		07/03/2006 02:53 PM	060703-000000	Edit C
8 Address Change	Solved	Faith Carson		07/05/2006 04:17 PM	060628-000020	Edit C
9 Directory assistance	Solved	John Jergenson		07/05/2006 04:17 PM	060628-000019	Edit C
10 Address Change	Solved	Brenden Foster		07/05/2006 04:09 PM	060628-000018	Edit C
11 Invalid Number	Solved	Faith Carson		07/05/2006 04:09 PM	060628-000017	Edit C
12 Address	Solved	Brenden Foster		07/05/2006 04:09 PM	060628-000016	Edit C
13 Address Change	Solved	Faith Carson		07/05/2006 04:09 PM	060628-000015	Edit C
14 Phone replacements	Solved	John Jergenson	Tier II	07/05/2006 04:19 PM	060628-000014	Edit C
15 Disconnected	Unresolved	Faith Carson		07/05/2006 04:09 PM	060628-000013	Edit C
16 Reception problems	Updated	Faith Carson	Tier II	07/05/2006 04:19 PM	060628-000012	Edit C

Analytics Usability Enhancements

- **Additional chart types**
 - Funnel, pyramid, donut chart types now available



Analytics Usability Enhancements

- **In-line gauges for progress indication**
 - Circular, progress bar, linear gauges with more granularity



Analytics Usability Enhancements

- **Additional best practice administration reports**
 - All scheduled reports
 - Reports currently/currently not being utilized (in date range)
 - Staff management
 - Account permission access – permission access rights available to each account
 - Permission setting access – accounts/profiles that have access to a particular permission setting e.g. edit incident
 - Account workspace access – which workspaces are being accessed by a specified account
 - Workspace access – which accounts/profiles have access to a specified workspaces
 - Disabled accounts
 - Logged-in users
 - Custom fields – list of custom fields configured on the site
 - Standard responses – list of all standard responses

Platform and Remote Deployment Support

- **On-premise platforms in addition to our SaaS offering**
 - Linux glibc 2.4 / mySql 5.0 / Apache 2.0 (SSL)
 - Linux glibc 2.4 / Oracle 10g / Apache 2.0 (SSL)
 - Win2K3 SP2 / SQL Svr 2005 SP1 / IIS 6.0
 - Win2K3 SP2 / Oracle 10g / IIS 6.0
- **Microsoft Vista OS Desktop Support**
- **New MSI installer delivers a single package of all required RightNow installation files**
 - Useful for remote or highly secure installations (via network, CD)

Additional Languages

12 additional languages will be added in the Nov. '07 release for a total of 33 supported languages and dialects.

1. Russian
2. Hungarian
3. Lithuanian
4. Estonian
5. Latvian
6. Greek
7. Romanian
8. Bulgarian
9. Ukrainian
10. Slovakian
11. Croatian
12. Serbian



Can't Get Enough?

Visit the Community Lounge from 4:30 – 6:15pm on Wednesday, August 29 for an informal discussion & Q&A with RightNow PMs, including David Hayden, Product Strategy Manager & myself.



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Thank You!