



REACHING NEW HEIGHTS IN CUSTOMER EXPERIENCE



RightNow Service Tune-Ups

Making your life better, one change at a time

Agenda

1. What is a tune-up?
2. Getting people to RightNow
3. Effective RightNow End User pages
4. The best 5 things you could ever learn
 - a. Service Summary
 - b. Keyword Searches
 - b. Aliases.txt
 - c. Exclude_answers.txt
 - d. KB Management

Effective End User Pages of RightNow

- Less is more.....
 - 1. Short Summary lines
 - 2. Very few dropdowns
 - 3. Fewer choices is better
 - 4. 12-15 Answers per page
 - 5. Don't make me scroll
 - 6. Keep me here- relevant/current content
 - 7. Make sure I come back – Add more, solve my issue, publish it!
-
- Next -> Example Mania!

Getting people there: Examples

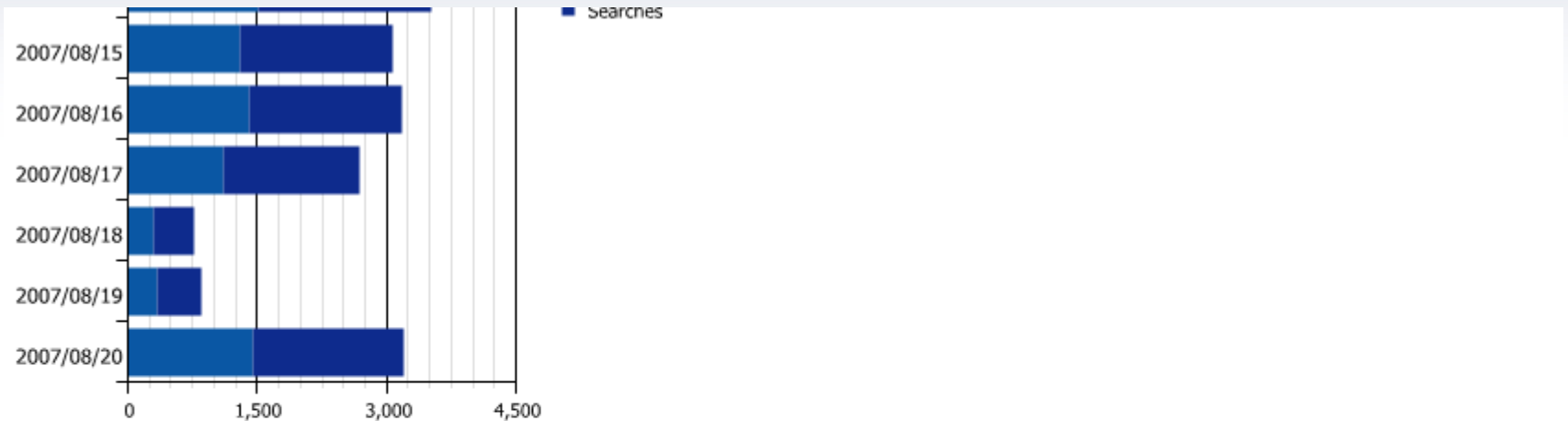
- Here are the sites we will look at as examples today:
 - The Good
 - <http://www.eharmony.com>
 - <http://www.bigfishgames.com>
 - <http://www.planar.com>
 - The Bad and the Ugly
 - <http://www.oakley.com>
 - <http://www.kenwoodusa.com>
 - <http://www.sportrack.com>

Service Summary Example 1- How to Get There

The screenshot shows a web application interface with a navigation sidebar on the left and a main content area. The sidebar includes sections for 'Analytics Items', 'Recent Items', and 'Quick Search', along with a vertical menu of options: Home, Analytics (selected), Tasks, Communication Center, Contacts, Organizations, Answers, and Incidents. The main content area is titled 'Reports Explorer' and displays a folder tree on the left and a table of reports on the right. The folder tree shows a hierarchy starting with 'Public Reports', followed by 'Service', 'Site Reports', and 'Service Summary'. The table on the right has columns for 'Name', 'Created', 'Updated', 'Initial Run', and 'Auto Refresh'. The 'Service Summary' report is highlighted in the table.

Name	Created	Updated	Initial Run	Auto Refresh
Service Summary	02/01/2007 12:00 AM	02/01/2007 12:00 AM	No	No

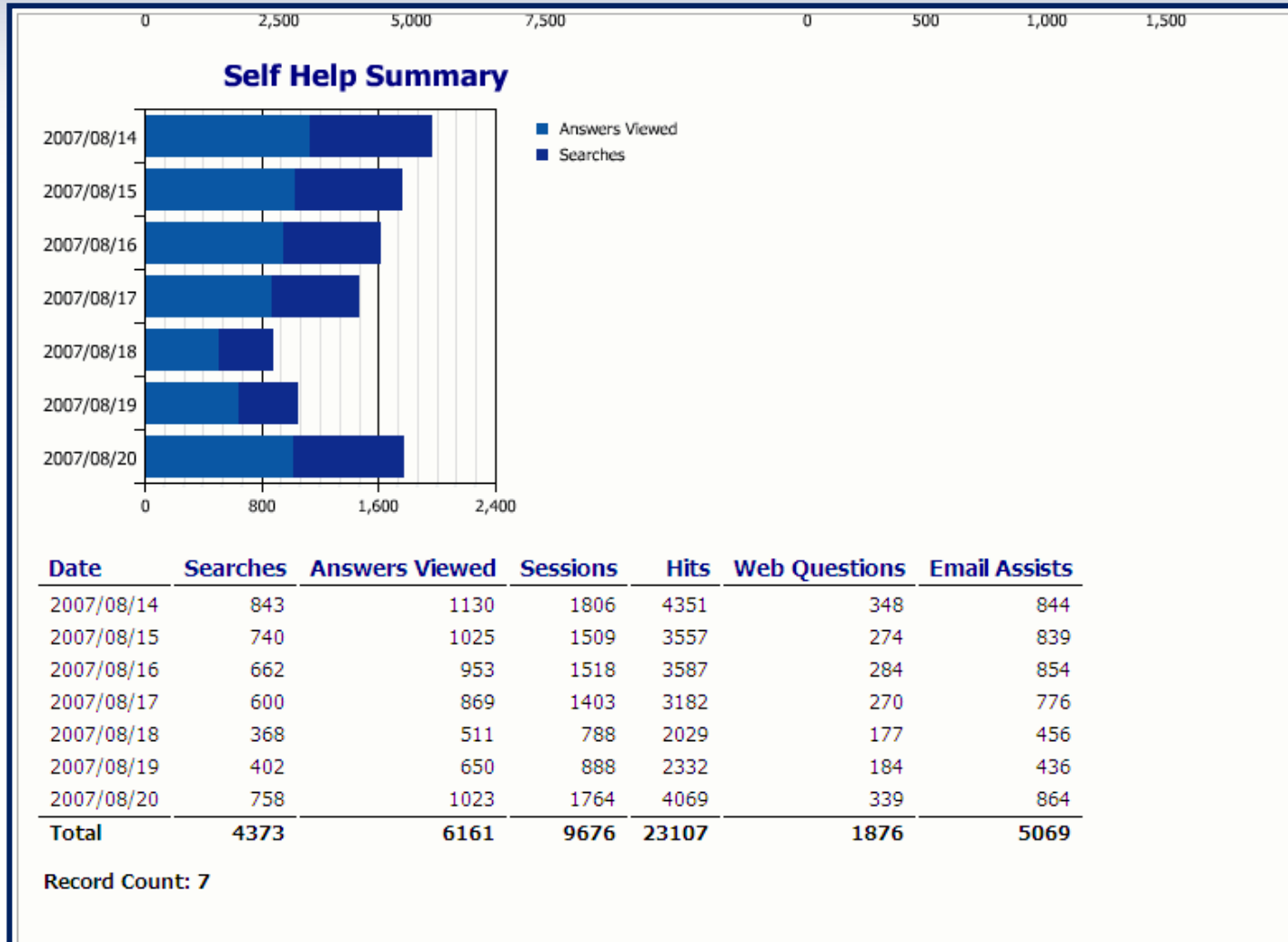
Service Summary Example 1



(Month Day Year) /	Searches	Answers Viewed	Sessions	Hits	Web Questions	Email Assists
2007/08/14	1996	1513	1080	5244	32	1
2007/08/15	1774	1303	914	4433	39	3
2007/08/16	1778	1406	1101	4839	48	10
2007/08/17	1566	1114	877	3895	28	0
2007/08/18	468	306	199	1075	7	0
2007/08/19	509	345	235	1154	6	1
2007/08/20	1744	1452	1014	4479	30	2
Total	9835	7439	5420	25119	190	17

Record Count: 7

Service Summary Example 2



Keyword Searches Report Example 1

The screenshot displays the Reports Explorer application window. The address bar shows the path: \Public Reports\Service\Site Reports\Keyword Search. The left pane shows a tree view of folders, with 'Keyword Search' selected under 'Site Reports'. The right pane shows a table with the following data:

Name	Created	Updated	Initial Run	Auto Refresh
Keyword Search	02/01/2007 12:00 AM	02/01/2007 12:00 AM	No	No

Keyword Searches Default Search

Keyword Searches

Phrase Stem

Phrase Stem	Search Count	Answers
CANCEL	1086	28
PARENT	633	79
BONUS	467	54
PASSWORD	449	49
CANCEL SUBSCRIPT	325	31
RETURN	308	33
CANCEL MEMBERSHIP	289	29
CANCEL ACCOUNT	273	78
BONUS CATALOG	171	103
PAYMENT	153	59
SHIP	144	23
CHANG ADDRESS	118	92
ADDRESS	112	38
PHONE NUMBER	111	42
TEACHER	110	63
CATALOG	110	73
CHANG SCHOOL	102	123
CATALOG CODE	93	81
NUMBER	82	32
HOMESCHOOL	74	3
CHECK STATUS	73	82
ACCOUNT	68	56
BONUS BANK	67	57
RED APPL	66	8

Keyword Searches-Getting the Zeros at the top

The image shows a search filter dialog box with the following sections:

- Filters**
 - Interface**
 - (Select All)
 - [Redacted]
 - [Redacted]
 - Source**
 - (Select All)
 - End-user Standard Search
 - End-user External Document Search
 - Answer Search from Incident Editor
 - End-user Browse Search
 - Incident Search from Incident Editor
- Date Range**
 - 07/22/2007 12:00 AM to 08/21/2007 12:00 AM
 - Relative Relative
- Limit and Order**
 - Limit to 500 rows
 - Order by [Search Count-Desc, Answers-Asc](#)

Buttons: Reset, Search, Cancel

Keyword Searches- Change the Sort Options

The image shows a 'Sort' dialog box with the following configuration:

- Sort items by:** Answers (Ascending selected)
- Then by:** Search Count (Descending selected)
- Then by:** (none) (Ascending selected)
- Then by:** (none) (Ascending selected)

Buttons at the bottom: Clear All, OK, Cancel.

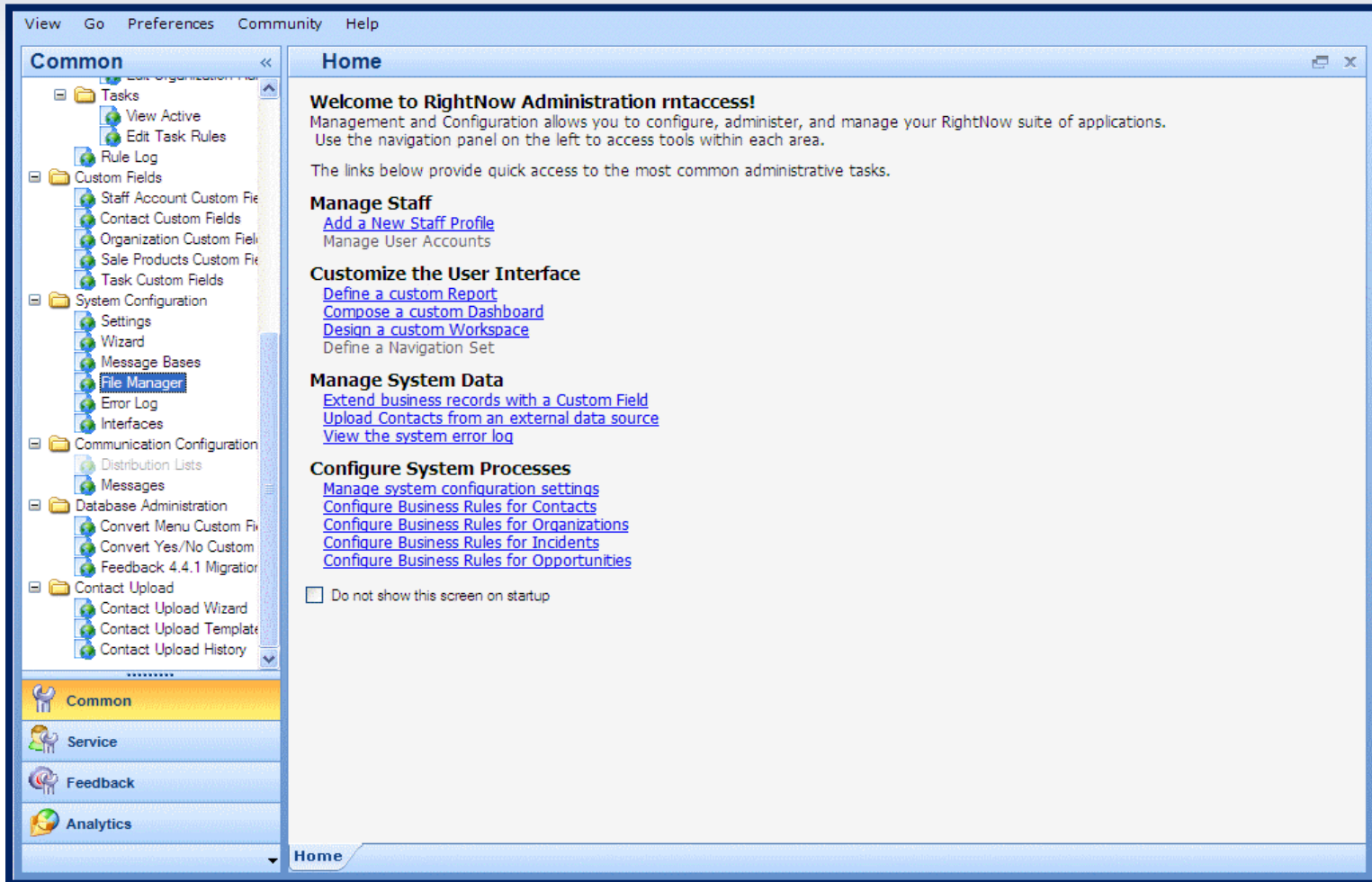
Keyword Searches – Zeros at the top!

Keyword Searches

Phrase Stem

Phrase Stem	Search Count	Answers
MISPRINT	13	0
REFERR	12	0
ALEXAND TERRIBL	11	0
DUST JACKET	11	0
700487911-082	8	0
WHOLESALE	8	0
COMPLAINT	7	0
WEBPAG	7	0
TOUR	6	0
301712527-604	5	0
RIVERA20305@HATMAIL.COM	5	0
HOMONYM	5	0
CACEL	5	0
ROWL	5	0
PREORDER	5	0
609408315-082	5	0
CALENDAR	5	0
YOGAALEJANDROMALDONADO	5	0
BULK	5	0
POSTER	5	0
TYPO	4	0
BIND	4	0
TELECOM	4	0
033323624	4	0

Aliases.txt



Aliases.txt

The screenshot shows a web-based File Manager interface. On the left, there is a sidebar with the heading "Available Interfaces" and a light blue rectangular area below it. The main content area has a top navigation bar with tabs for "Configuration", "Message Bases", and "File Manager". Below the tabs, there is a "Switch to" dropdown menu currently set to "wordlist files". The main area displays a directory listing for "w/en_US/".

Name	Size	Modified	Action
aliases.txt	291b	01/27/2006 03:39 PM	
blacklist.txt	190b	01/27/2006 03:39 PM	
exclude_answers.txt	777b	08/15/2007 03:05 AM	
exclude_incidents.txt	4.12k	08/15/2007 03:05 AM	
smartsense.txt	738b	06/10/2003 04:36 PM	
thesaurus.txt	984.39k	07/30/2007 11:22 AM	

Below the table, there is an "Upload" section with a text input field, a "Browse..." button, and a "Go" button. Below that is a "Comment" section with a text input field. A note at the bottom of the main area reads: "Note: Any comments will be used for logging purposes only and can be useful for tracking the history of changes to files."

At the bottom left of the interface, there are navigation links for "Home" and "File Manager".

Aliases.txt

The screenshot shows a web-based file manager interface with three tabs: 'Configuration', 'Message Bases', and 'File Manager'. The 'File Manager' tab is active, and a dropdown menu shows 'wordlist files'. The main content area is titled 'Edit File' and shows the file path 'w/en_US/aliases.txt'. A red warning message states: 'Ensure that you have a backup copy of this file before you edit.' Below this, the file content is displayed in a monospaced font:

```
#This file contains synonyms for customized searching that links terms specific to your industry to  
#Format: Each word and its aliases must be upper case and comma-delimited. Each entry must be separated  
#by a carriage return and a space.  
DELIVERY, DELIVERY  
ADM, AUTOMATED DELIVERY MANAGER  
JOB, EMPLOYMENT  
CAREER, EMPLOYMENT  
HUMAN, EMPLOYMENT
```

At the bottom of the interface, there is an 'Upload' section with a text input field, a 'Browse...' button, and a 'Go' button. Below that is a 'Comment' section with a text input field. A note at the bottom reads: 'Note: Any comments will be used for logging purposes only and can be useful for tracking the history of changes to files.'

Exclude_answers.txt

File Manager

Configuration | Message Bases | **File Manager**

Switch to: wordlist files

Directory: wl/en_US/

Name	Size	Modified	Action
aliases.txt	291b	01/27/2006 03:39 PM	
blacklist.txt	190b	01/27/2006 03:39 PM	
exclude_answers.txt	777b	08/15/2007 03:05 AM	
exclude_incidents.txt	4.12k	08/15/2007 03:05 AM	
smartsense.txt	738b	06/10/2003 04:36 PM	
thesaurus.txt	984.39k	07/30/2007 11:22 AM	

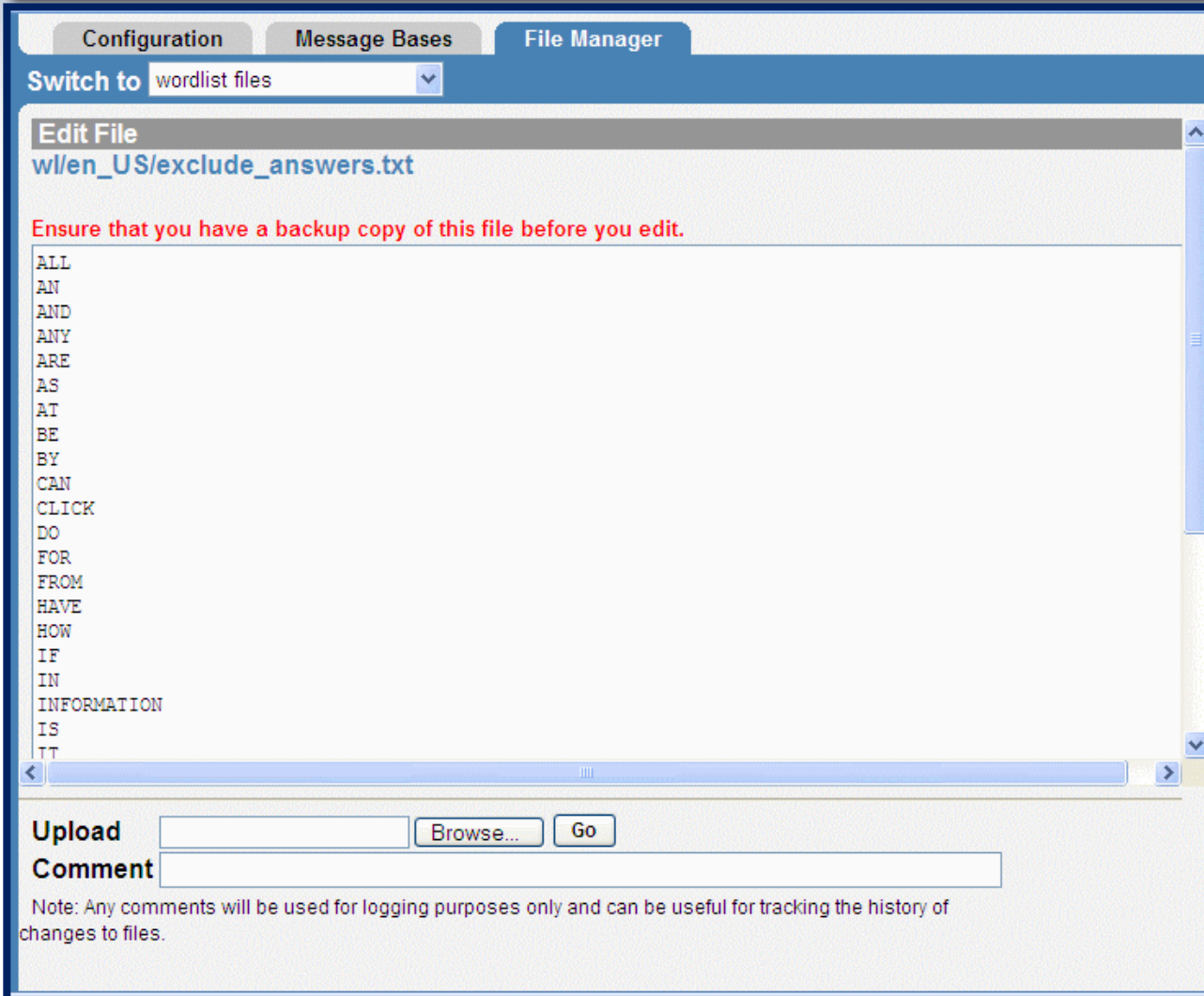
Upload:

Comment:

Note: Any comments will be used for logging purposes only and can be useful for tracking the history of changes to files.

Home | **File Manager**

Exclude_answers.txt



Configuration Message Bases File Manager

Switch to wordlist files

Edit File
w/en_US/exclude_answers.txt

Ensure that you have a backup copy of this file before you edit.

ALL
AN
AND
ANY
ARE
AS
AT
BE
BY
CAN
CLICK
DO
FOR
FROM
HAVE
HOW
IF
IN
INFORMATION
IS
IT

Upload Browse... Go

Comment

Note: Any comments will be used for logging purposes only and can be useful for tracking the history of changes to files.

Exclude_answers.txt- At the Bottom

The screenshot shows a web application interface with three tabs: "Configuration", "Message Bases", and "File Manager". The "File Manager" tab is active, and a dropdown menu shows "wordlist files". The main content area is a text editor displaying the following text:

```
YOU
YOUR
#=====
# Following are suggested changes to the stopwords list given above
# Changes can also be made from the Management and Configuration page

# Below are words that should improve search recall if removed from the
# stopwords list. To do so, insert the comment character '#' before the word in
# the stopwords list above.
##- WE

# Below are words that should improve search speed if added to the
# stopwords list. To do so, delete the characters '##+' before the word
# in the list below.
##+ USING
##+ HERE
##+ HAS
##+ THEN
##+ DOES
##+ NEW
##+ THERE
##+ ALSO
##+ ONLY
##+ WHICH
```

Below the text editor, there is an "Upload" section with a text input field, a "Browse..." button, and a "Go" button. Below that is a "Comment" section with a text input field. A note at the bottom states: "Note: Any comments will be used for logging purposes only and can be useful for tracking the history of changes to files."

KB Management Tips

- 1. Keywords Box when editing Answers
 - Use it sparingly
 - Only for words not already in the Answer
 - Rare cases you can add duplicates
- 2. Weighting System
 - Keywords vs. Summary vs. Question vs. Answer vs. Prod/Cat
- 3. AR_AUTO_ENABLE
 - RNT Common Configuration Settings
- 4. Solved Count of Zero
 - Are these cluttering up your KB?
- 5. When is it too much?
 - How many Answers do I need?