

SUMMIT 08

RightNow Voice
Advanced Topics



RIGHT
NOW.

- Contact Management and Dynamic Personalization
- Natural Language Speech
- Voice Scripting KB answers
- Feedback Escalation
- Agent Desktop Integration (CTI)
 - Agent Screen Pop for guaranteed best practices
 - Intelligent Call Routing

DYNAMIC PERSONALIZATION

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- Personalized Voice experience leveraging CRM knowledge
 - Dynamically generated caller experience based on CRM data
 - Auto Language selection
 - Prior interaction assistance
 - Immediate Access to:
 - Automated Services
 - Agent Queues
 - Individual Agents
- Capture Caller Information
 - Language preference
 - Caller type
 - (Consumer, Dealer, etc.)
 - Create Custom Fields
- Auto Create Contact Records
 - Screen Pop to agent for seamless customer support

Contacts << Contacts David Lanning

Contact... ^

Contact... ^

Last Name* Lanning Organization

Email dlanning@rightnow. Salesperson [N

Office Phone 5858992235 Agent ID

Address 940 High St Victor NY Login dla

Language English SLA

Person Type Dealer

Carrier Sprint Title

Opportunities (0) Notes Tasks (0) Incidents (36)

New Open Copy Delete Print Forward

| Statu | Response I | Resolution | Source | Referer | Subject |
|-------|------------|------------|----------|---------|---------------|
| Unres | 0h 0m | 0h 0m | Public X | 080918- | Bluetooth Set |
| Unres | 0h 0m | 0h 0m | Ask A Q | 080811- | VSSSurvey |
| Unres | 0h 0m | 0h 0m | Public X | 080801- | VSS |
| Unres | 0h 0m | 0h 0m | Public X | 080801- | VSS |
| Unres | 0h 0m | 0h 0m | Public X | 080801- | VSS |
| Unres | 0h 0m | 0h 0m | Ask A Q | 080731- | test |
| Unres | 0h 0m | 0h 0m | Public X | 080729- | VSS |
| Unres | 0h 0m | 0h 0m | Public X | 080729- | VSS |

Logged in as: Dave Lanning | Editing 3 objects | Online | 10

CONTACT MANAGEMENT

Automatically identify callers and manage Contact Records

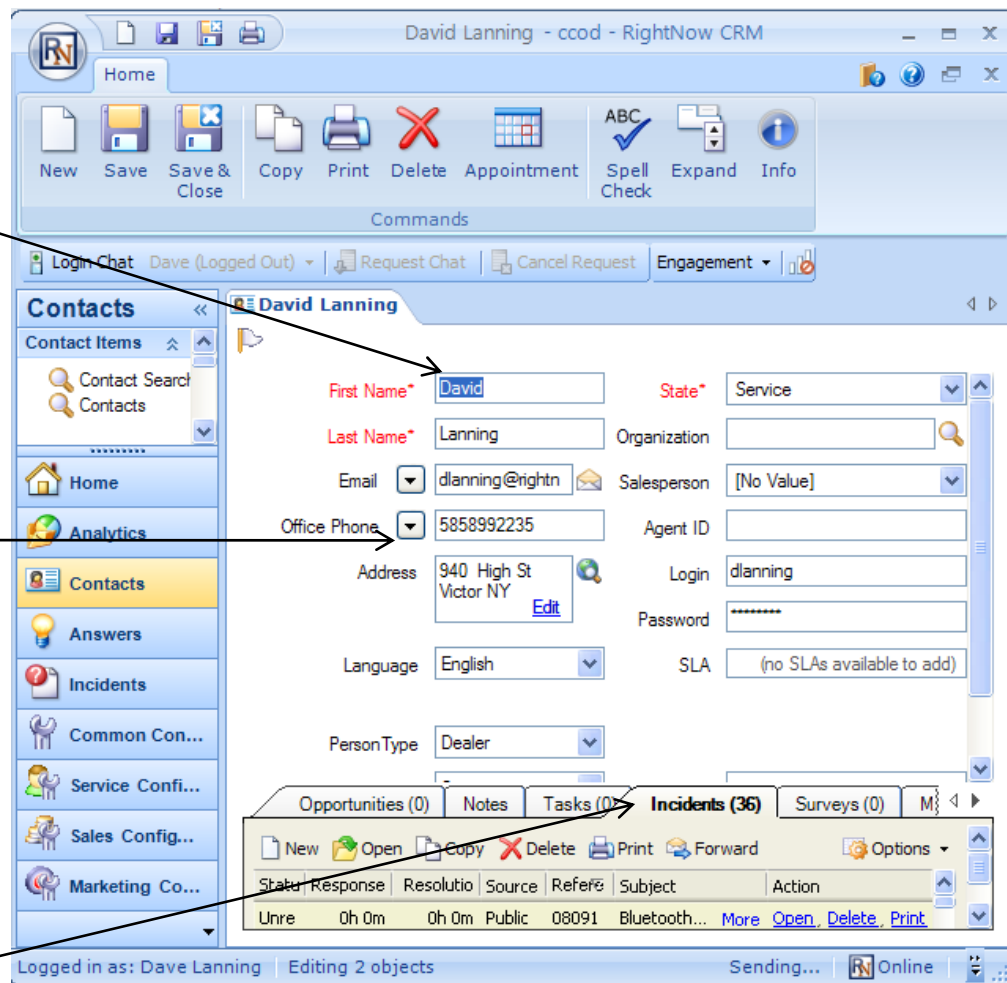
- **Automatically identify, capture and display contact information**

- Create new contact records automatically
- Match callers to existing contact record
- Reduce Agent Work Time (AWT)
- Auto Screen Pop on agent desktop

- **Automated Name & Address lookup**

- Reverse white page lookup
- Use ANI or manually captured digits to automatically create full contact record
- Demographic information (optional)

- **Automatically create and attach call session information (incident)**



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What is Natural Language ?

- Variation on traditional speech recognition
 - Imposes less constraint on what callers can say than traditional grammars
 - Determines most likely utterance “intent” in addition to most likely word string
 - Intent is a token (an extension number, a part name, a database key, etc.) that directs application response
- Allows applications to accept “natural language” in response to open-ended questions
- Perfect for call routing applications, but useful in many other situations as well.

Recognition (SLM)

Meaning (SSM)

Destination Mapping

| | | | |
|---|---|-----------------|---|
|  | "I need to update my address information" | Address Change |  address.vxml |
|  | "I wanna know what this charge is on my bill" | Billing Queries |  x78103 |

Statistical Language Modeling (SLM): *Recognition* of spoken utterance
Statistical Semantic Model (SSM): *Understanding* of a recognized text
Destination mapping: *Action* based on understanding (implemented by the platform/application)

Steps to Success

- Implement call routing with a Natural Language prompt “How may I help you”
- Collect tokens over 30 to 60 days
 - (approx. 30K tokens)
- Transcribe tokens to validate :
 - Reasons for call
 - The ‘way’ people ask for support
- Collect actual utterances and statistical model for Natural Language Grammar
- Group data into categories - Map service / treatment rules

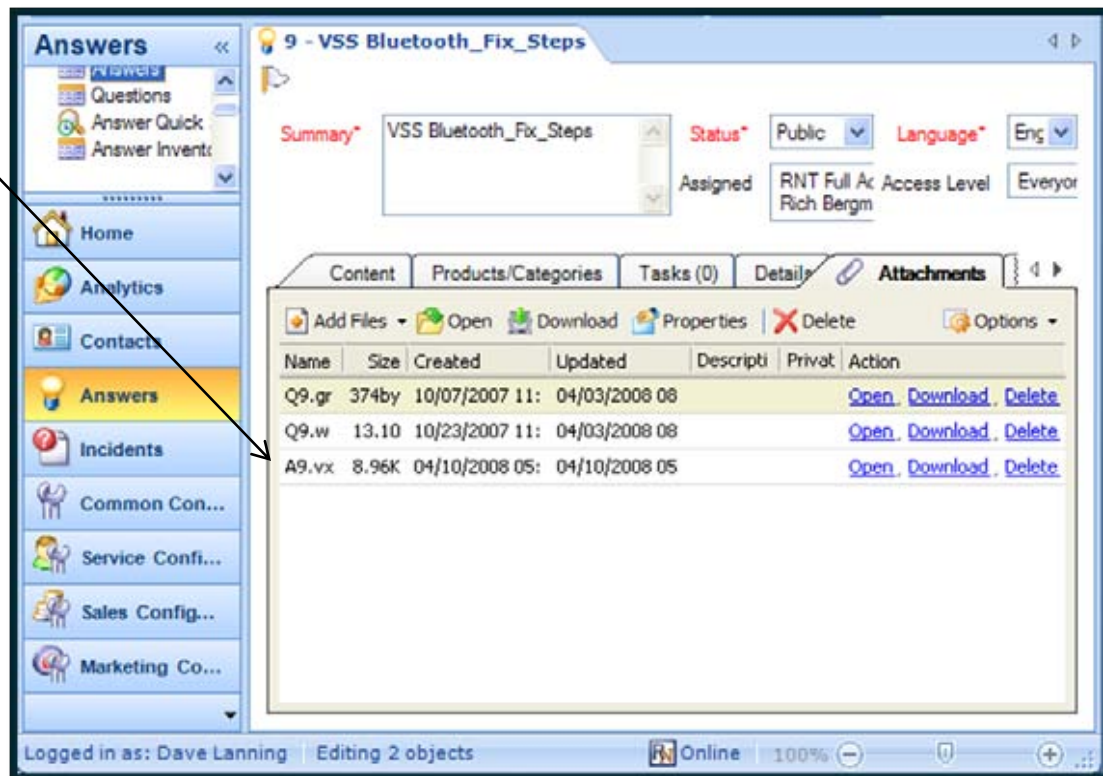


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Mini- dialogues designed to address complex or procedural answers

Ideal for :

- Step-by-Step instructions
 - Branching logic within a question.
 - i.e. MAC or PC
- Answers that require customer input before a final answer is chosen
 - Answers that are product specific
- Simply the experience for all customers by asking ?'s where relevant.



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VOICE FEEDBACK ESCALATION

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- Full power of incident rules available to escalate survey results
- Option to screen pop 'extreme' survey results to supervisor
- Options to send survey results to an email account based on rules criteria.

Communications Center Home View Active 080924-000001

View Incident Rule

Viewing Rule in State: Start

| Rule Name | Notes |
|--------------|---|
| TV Exception | Sends a notice to supervisor if survey result is poor |

If

1 Incident.Customer thread contains [dropdown] [Resolve = VeryDissatisfied]
limit buffer by [input]

Add condition based on:

Then

Send Escalation Notification

to assignee staff member/group

1 [dropdown]
RNT Full Access / XOI CTI Demo2
RNT Full Access / Nancy Twomey
RNT Full Access / Jay Solow
RNT Full Access / Geralyn Smith

with subject line: [Negative Survey result]

Email Incident Information

including administration fields including customer fields

Email Address [dlanning@rightnow.com.invalid]

- Automatic Alerts
 - Sent to appropriate personnel for action

The screenshot displays the RightNow CRM interface. At the top, the title bar reads "Communications Center Home - ccoo - RightNow CRM". Below the title bar is a "Home" tab and a "Commands" section with icons for "New", "Delete", "Delete All", and "Refresh". A navigation bar includes "Login Chat", "Jay Logged Out", "Request Chat", "Cancel Request", and "Engagement". The main content area is titled "Communications Center Home" and features a "Notifications" section. A table lists a notification:

| Type | Who | Notification Type | Message | When |
|--------|--------|---------------------|------------------------|---------------------|
| System | System | Incident Escalation | Negative Survey result | 09/23/2008 08:16 AM |

An arrow points from the notification row to a pop-up window titled "Escalation". The pop-up window displays the following details:

- Type: Incident
- Who: System
- Subject: Negative Survey result

The pop-up window also includes a "Open" button at the bottom right. The status bar at the bottom of the interface shows "Logged in as: Jay Solow" and "Online 100%".

Actionable notification - click to open the interaction

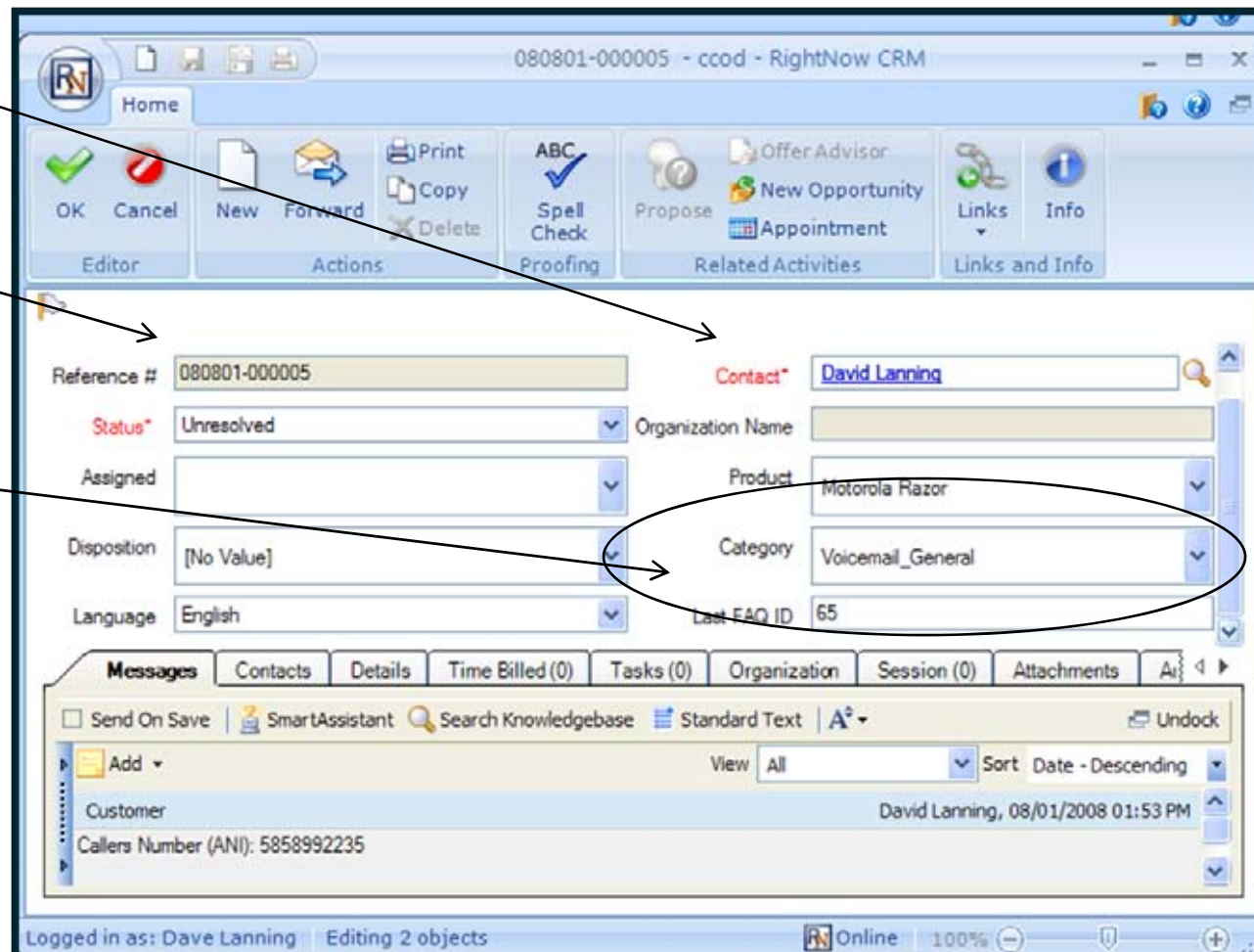
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CTI - COMPUTER TELEPHONY INTEGRATION

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'Screen Pop' with IVR data

- Automatically associated with customer's Contact record
- IVR 'session' data permanently stored as an incident
- IVR Session information displayed to agent
- Immediately available to screen pop to agent for a seamless customer experience
- ACD custom routing based on IVR session data



CTI - COMPUTER TELEPHONY INTEGRATION

ADVANCED DESKTOP INTEGRATION

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Voice Self Service determines call reason

'Screen pops' Guided Assistant to the Agent Desktop for immediate resolution

The screenshot displays a CRM interface with a call record and a guided assistance screen. The call record shows the following details:

- Reference #: 080918-000005
- Contact*: David Lanning
- Status*: Unresolved
- Assigned: RNT Full Access Dave Lanning
- Disposition: [No Value]
- Language: English
- Organization Name: [Empty]
- Product: Motorola Razor
- Category: Bluetooth_Setup (circled in red)
- Last FAQ ID: 11

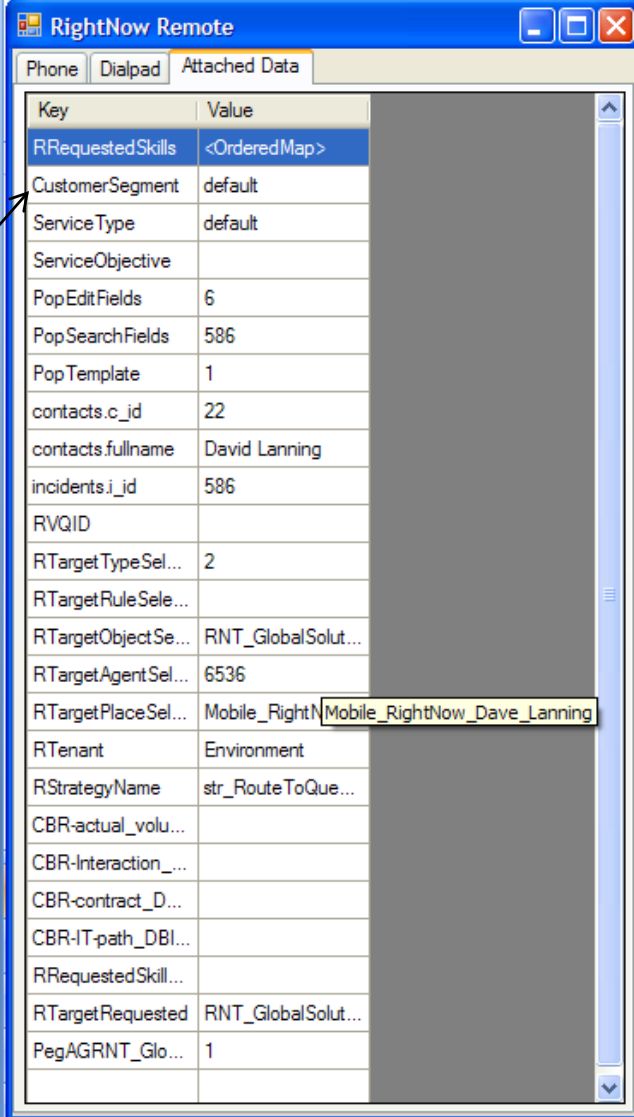
The guided assistance screen shows a flowchart for the question: "Have you activated your Bluetooth headset?". The flowchart includes the following steps:

- Have you activated your Bluetooth headset?
 - Yes
 - Have you attempted to pair your Bluetooth headset to your phone?
 - Yes
 - Is your Bluetooth headset paired to your mobile phone?
 - Yes: At this point your Bluetooth headset is connected to your mobile device.
 - No: Answer #187: How do I select my headset?
 - No: Answer #186: How do I pair my Bluetooth Headset?
 - No: Answer #185: How Do I Sync my Bluetooth Headset?
 - No: Answer #185: How Do I Sync my Bluetooth Headset?
 - No: Answer #185: How Do I Sync my Bluetooth Headset?

The interface also includes a navigation bar with tabs for "es", "Contacts", "Details", "Time Billed (0)", "Tasks (0)", "Organization", "Session (0)", "Attachments", "Audit Log", and "Guided Assistance". The status bar at the bottom indicates "Logged in as: Dave Lanning" and "Online 100%".

RightNow Voice ACD integration

- Data from IVR session passed to ACD
- Enables Intelligent routing decisions
 - ACD rules applied to create custom routing rules
- Example Data:
 - Customer Segmentation
 - Assigned Agent
 - etc.



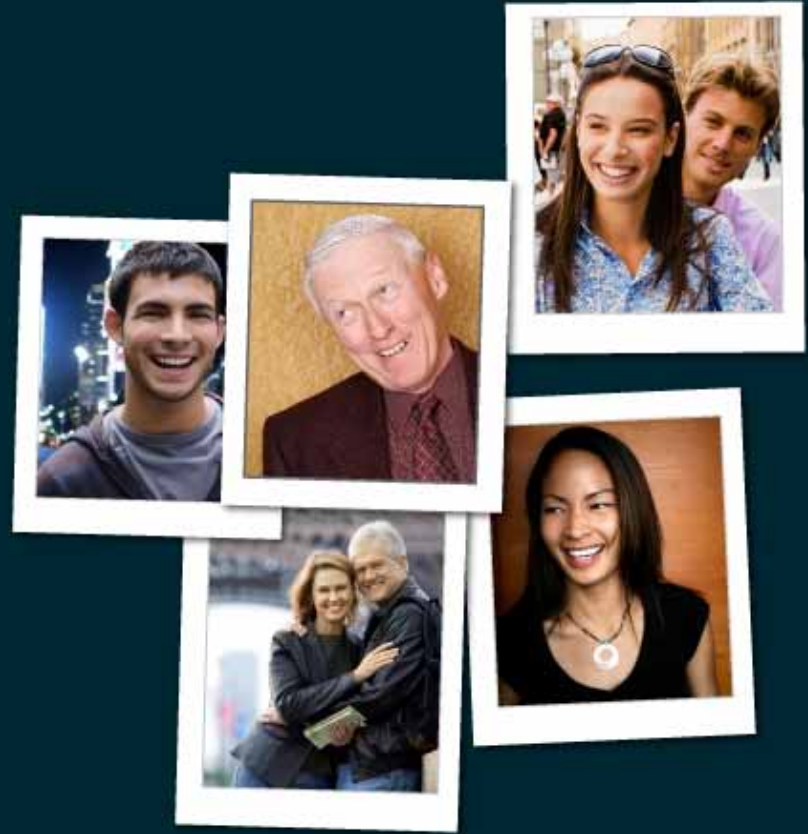
RightNow Remote

Phone Dialpad Attached Data

| Key | Value |
|---------------------|------------------------------|
| RRequestedSkills | <OrderedMap> |
| CustomerSegment | default |
| ServiceType | default |
| ServiceObjective | |
| PopEditFields | 6 |
| PopSearchFields | 586 |
| PopTemplate | 1 |
| contacts.c_id | 22 |
| contacts.fullname | David Lanning |
| incidents.i_id | 586 |
| RVQID | |
| RTargetTypeSel... | 2 |
| RTargetRuleSele... | |
| RTargetObjectSe... | RNT_GlobalSolut... |
| RTargetAgentSel... | 6536 |
| RTargetPlaceSel... | Mobile_RightNow_Dave_Lanning |
| RTenant | Environment |
| RStrategyName | str_RouteToQue... |
| CBR-actual_volu... | |
| CBR-Interaction_... | |
| CBR-contract_D... | |
| CBR-IT-path_DBI... | |
| RRequestedSkill... | |
| RTargetRequested | RNT_GlobalSolut... |
| PegAGRNT_Glo... | 1 |

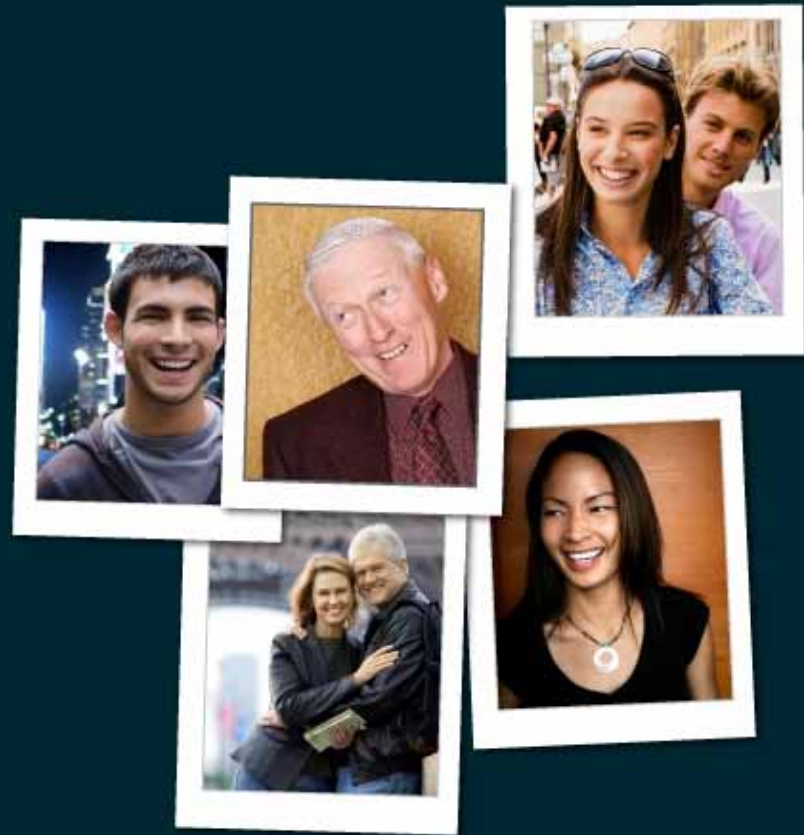
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Agent Desktop
Demonstration



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Questions ?

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