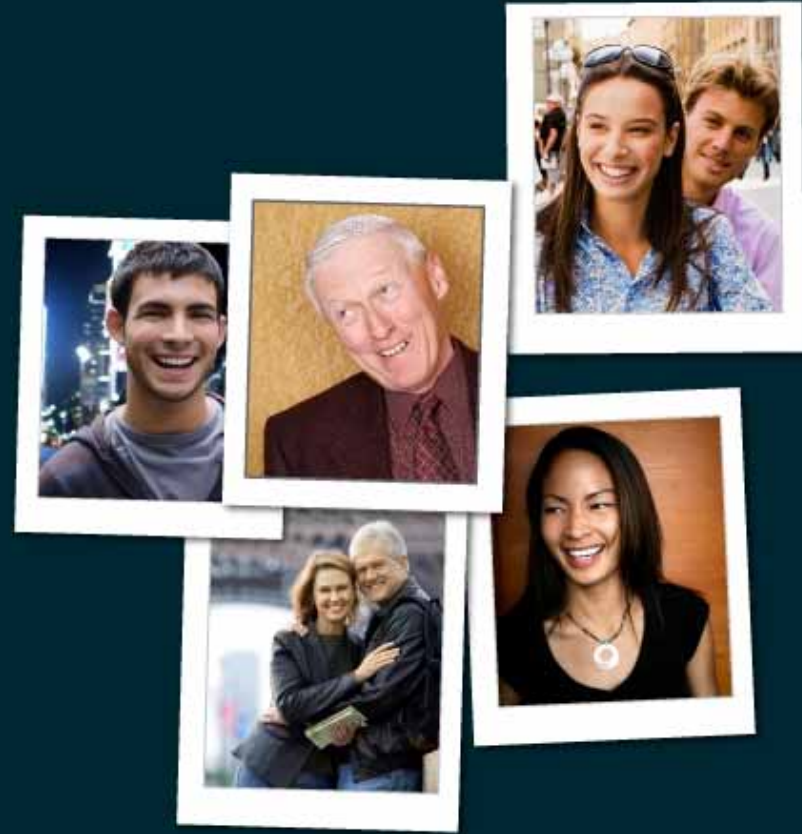




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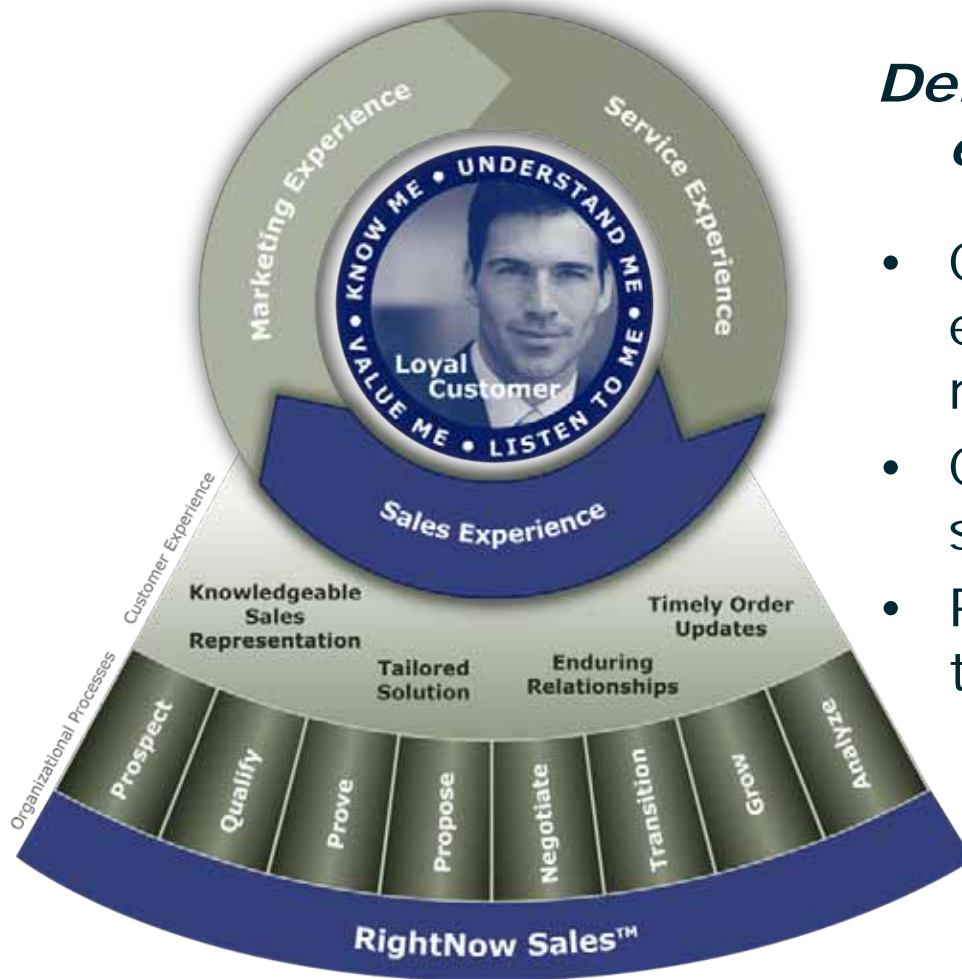
ENABLING A POWERFUL SALES  
ORGANIZATION - RIGHTNOW SALES

Susie Boyer - Product Manager

Bryan Middleton - New Zealand Post

**RIGHT  
NOW.**

- Overview of RightNow Sales
- RightNow Sales Demo
- Case Study: New Zealand Post
- Roadmap Sneak Peak
- Questions



## *Deliver superior customer experiences by providing...*

- Consistent processes and embedded best practice methodologies
- Complete customer view across sales, service, marketing
- Responsive lead management to ensure timely follow-up

*RightNow embeds end-to-end sales processes into its solution*

**Prospect** **Qualify** **Prove**

- Customer Segmentation
- Lead Management
- Telesales
- Prospecting

**Negotiate** **Close** **Transition**

- Contact, Account and Task Management
- Opportunity, Pipeline & Forecasting Management
- Quotes, Proposals & Contracts
- Sales Methodologies

**Grow** **Analyze**

- Up-sell/Cross-sell
- Sales Analytics
- Customer Feedback



The RightNow Sales Solution

# RIGHTNOW SALES CUSTOMERS

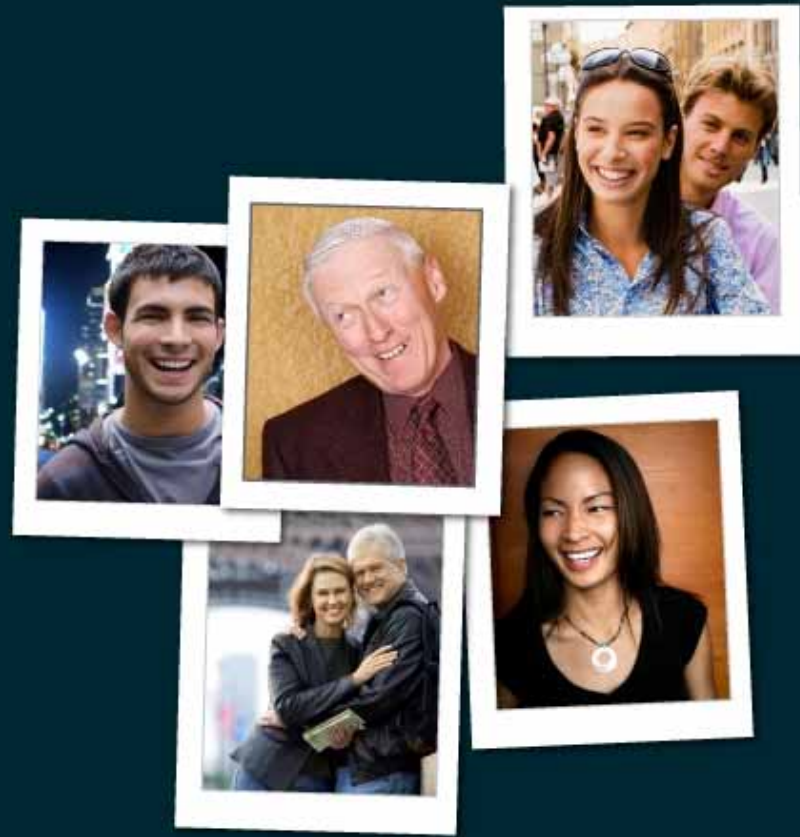
**RIGHT  
NOW.**



**NC STATE UNIVERSITY**

The screenshot shows a web browser window titled "RightNow". The page features the RightNow Technologies logo in the top left. On the left side, there is a promotional banner for "SUMMIT 08 RightNow's 2008 User Conference" held from October 5-8 at The Broadmoor in Colorado Springs. The banner includes a photo of two men shaking hands and a woman smiling. Below the banner, a paragraph states: "This year the RightNow Summit brings customers together from around the world to learn new skills, share information, discover best practices, as well as tips and tricks they can use immediately to further refine their customer experience." On the right side, a "Welcome to RightNow" section contains a login form with fields for "Username", "Password", and "Site". The "Site" dropdown menu is set to "530-8800--sb.qa.lan/cgi-bin/base7530.cfc". A "Login" button is positioned below the form. A "Need Help? [Click Here](#)" link is located below the login button. At the bottom left of the page, there is an "Exit" button with a red stop sign icon.

SUMMIT 08



NEW ZEALAND POST

Bryan Middleton

**RIGHT  
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# WHO IS NEW ZEALAND POST?

RIGHT  
NOW.

DATA MAIL

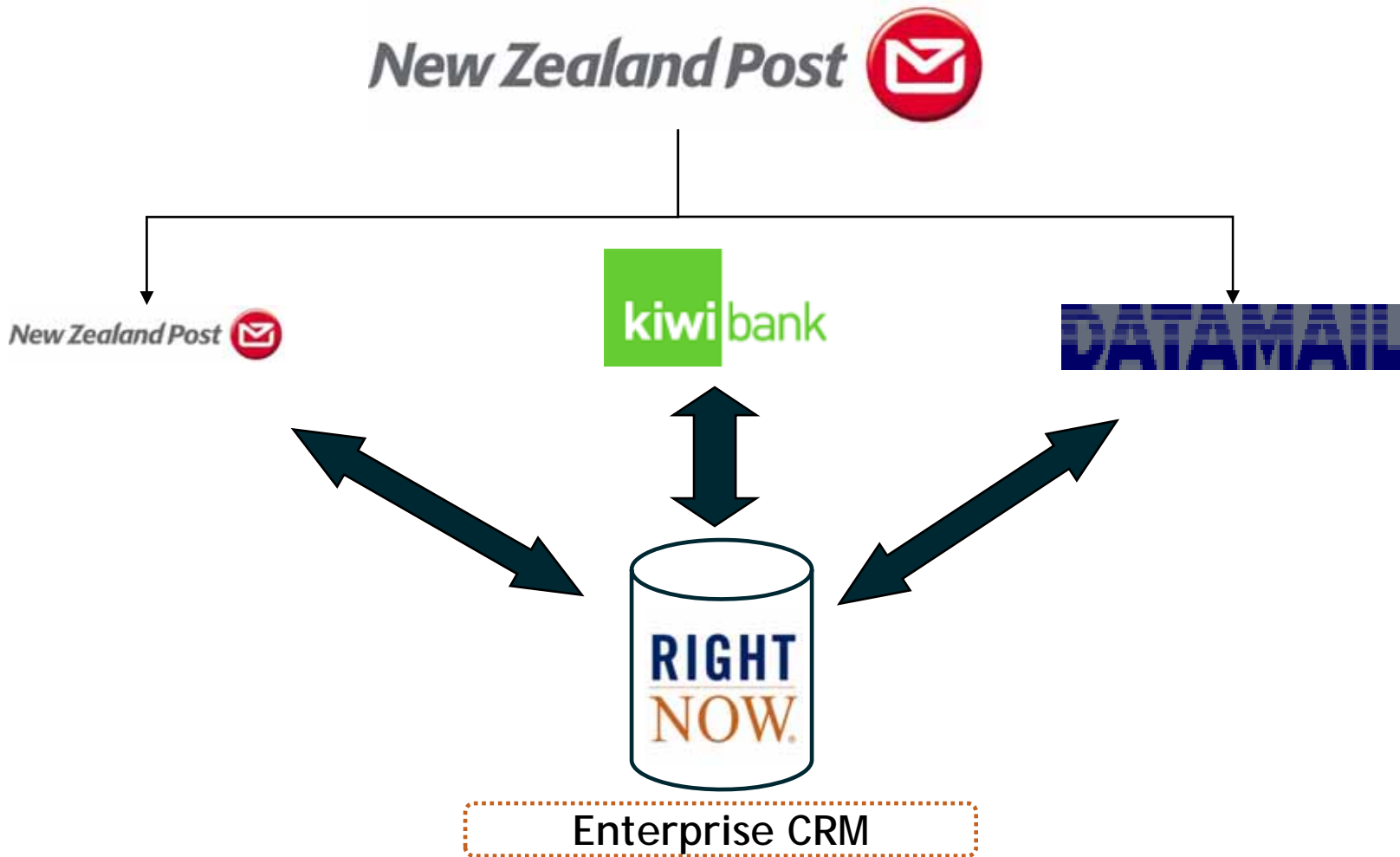


the **EC** *New Zealand Post*



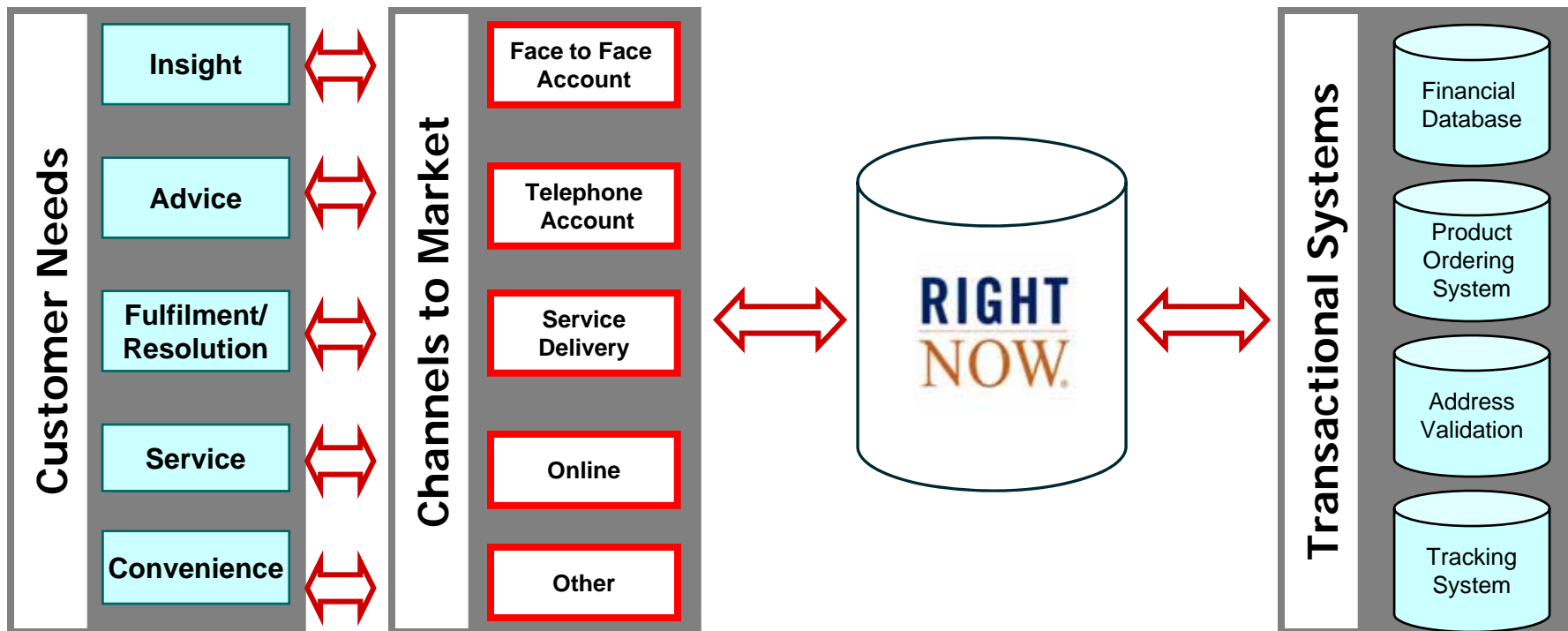
# OUR CRM... THE RIGHTNOW DEPLOYMENT

**RIGHT  
NOW.**



# OUR CRM... RIGHTNOW

**RIGHT  
NOW.**



Pipeline & Campaign Management

# INTERNATIONAL- CUSTOMER CAMPAIGN

**RIGHT  
NOW.**



**RightNow Analytics**

# INTERNATIONAL- MARKETING LIST

**RIGHT  
NOW.**

International Campaign - Postal Services - RightNow CRM

Home Display Page Setup

Open New Copy Forward Search Refresh Reset Data Set Auto Filter Rollups Slice Export Forward Default Settings Definition

Record Analyse Report

Analytics Opportunity Search Reports Explorer International Campaign International

## International Campaign Report

Strategy	Created By	Date Created	Assigned To	Opportunity Name	Sta
PSG - Campaign	Jasmine Arokar - PSG, Auckland	16/05/2007 02:11 PM	Jennifer Anthony - International, Auckland	International	Acth
PSG - Campaign	Emma Mawson - PSG, Auckland	10/07/2008 11:36 AM	Emma Mawson - PSG, Auckland	International	Acth
PSG - Campaign	Emma Mawson - PSG, Auckland	10/07/2008 11:38 AM	Emma Mawson - PSG, Auckland	International	Acth
PSG - Campaign	Emma Mawson - PSG, Auckland	10/07/2008 11:39 AM	Emma Mawson - PSG, Auckland	International	Acth
PSG - Campaign	Emma Mawson - PSG, Auckland	10/07/2008 11:41 AM	Emma Mawson - PSG, Auckland	International	Acth
PSG - Campaign	Emma Mawson - PSG, Auckland	10/07/2008 11:44 AM	Emma Mawson - PSG, Auckland	International	Acth
PSG - Campaign	Emma Mawson - PSG, Auckland	10/07/2008 11:45 AM	Emma Mawson - PSG, Auckland	International	Acth
PSG - Campaign	Emma Mawson - PSG, Auckland	10/07/2008 11:49 AM	Emma Mawson - PSG, Auckland	International	Acth
PSG - Campaign	Emma Mawson - PSG, Auckland	10/07/2008 11:59 AM	Emma Mawson - PSG, Auckland	International	Acth
PSG - Campaign	Emma Mawson - PSG, Auckland	11/07/2008 08:49 AM	Emma Mawson - PSG, Auckland	International	Acth
PSG - Campaign	Emma Mawson - PSG, Auckland	11/07/2008 09:02 AM	Emma Mawson - PSG, Auckland	International	Acth
PSG - Campaign	Emma Mawson - PSG, Auckland	11/07/2008 09:03 AM	Emma Mawson - PSG, Auckland	International	Wit
PSG - Campaign	Emma Mawson - PSG, Auckland	11/07/2008 09:04 AM	Emma Mawson - PSG, Auckland	International	Acth
PSG - Campaign	Emma Mawson - PSG, Auckland	11/07/2008 09:37 AM	Emma Mawson - PSG, Auckland	International	Acth
PSG - Campaign	Emma Mawson - PSG, Auckland	11/07/2008 09:38 AM	Emma Mawson - PSG, Auckland	International	Acth
PSG - Campaign	Emma Mawson - PSG, Auckland	11/07/2008 09:38 AM	Emma Mawson - PSG, Auckland	International	Acth
PSG - Campaign	Emma Mawson - PSG, Auckland	11/07/2008 09:45 AM	Emma Mawson - PSG, Auckland	International	Acth
PSG - Campaign	Emma Mawson - PSG, Auckland	11/07/2008 09:45 AM	Emma Mawson - PSG, Auckland	International	Acth
PSG - Campaign	Emma Mawson - PSG, Auckland	11/07/2008 09:53 AM	Emma Mawson - PSG, Auckland	International	Acth
PSG - Campaign	Milburn Dmello - Business Direct, Auckland	04/08/2008 11:34 AM	Jennifer Anthony - International, Auckland	International	Acth
PSG - Campaign	Emma Mawson - PSG, Auckland	04/08/2008 02:09 PM	Emma Mawson - PSG, Auckland	International	Acth
PSG - Campaign	Milburn Dmello - Business Direct, Auckland	04/08/2008 05:02 PM	Ryan Garland - International, Christchurch	International	Acth
PSG - Campaign	Mahendra Singh - Business Direct, Auckland	04/08/2008 05:10 PM	Jennifer Anthony - International, Auckland	International	Acth
PSG - Campaign	Mahendra Singh - Business Direct, Auckland	05/08/2008 08:52 AM	Ryan Garland - International, Christchurch	International	Wor
PSG - Campaign	Mahendra Singh - Business Direct, Auckland	05/08/2008 09:42 AM	Jennifer Anthony - International, Auckland	International	Acth
PSG - Campaign	Mahendra Singh - Business Direct, Auckland	05/08/2008 09:56 AM	Graham Dray - International, Wellington	International	Acth
PSG - Campaign	Mahendra Singh - Business Direct, Auckland	05/08/2008 10:14 AM	Clare Kemeys - International, Wellington	International	Wor
PSG - Campaign	Kevin Risetto - PSG, Auckland	05/08/2008 10:49 AM	Ryan Garland - International, Christchurch	International	Deak
PSG - Campaign	Kevin Risetto - PSG, Auckland	05/08/2008 11:08 AM	Ryan Garland - International, Christchurch	International	Acth
PSG - Campaign	Christine Yip - Business Direct, Auckland	05/08/2008 11:41 AM	Ryan Garland - International, Christchurch	International	Deak
PSG - Campaign	Mahendra Singh - Business Direct, Auckland	05/08/2008 11:44 AM	Jennifer Anthony - International, Auckland	International	Acth
PSG - Campaign	Emma Mawson - PSG, Auckland	05/08/2008 01:18 PM	Emma Mawson - PSG, Auckland	International	Acth
PSG - Campaign	Kevin Risetto - PSG, Auckland	05/08/2008 02:31 PM	Judi Adams - International, Auckland	International	Wor

Logged in as: Bryan Middleton 196 Records

Start Inbox - Microsoft ... T/PSG Sales Perfo... Microsoft PowerPo... International Ca... Ticketel New Zeal... 1:15 PM

# INTERNATIONAL- OPPORTUNITY

**RIGHT  
NOW.**

**Analytics**

**Analytics Items**

- Chart Styles Explorer
- Colour Schemes Explorer
- Images Explorer
- Reports Explorer
- Styles Explorer
- Text Fields Explorer
- [Customise List...](#)

**Recent Items**

- International
- International
- International
- International
- International
- International Economy Courier
- International
- FPP
- Telecom

**Quick Search**

Opportunity Search

Name: International

[Search](#)

[Customise List...](#)

**Home**

**Tasks**

**Contacts**

**Organisations**

**Opportunities**

**Analytics**

International - Postal Services - RightNow CRM

Commands: New, Save, Save & Close, Copy, Print, Forward, Reject, Delete, Spell Check, Expand, Info

**Opportunity Search** | **Reports Explorer** | **International Campaign** | **International** | **International**

**Name:** International  
**Assigned:** Clare Kerneys - International, Wellington  
**Organisation:** Test File  
**Privacy Contact:** Jenny O'Neil  
**Status:** Won  
**Manager Forecast:** \$ 12,000.00  
**Strategy:** PSG - Campaign  
**Contract Start:** No Value  
**Sales Stage:** 6 - 100% Initiate Service  
**Rep Commit:** No  
**Manager Commit:** No  
**Rep Forecast to YE:** No Value  
**Total Contract Contribution:** \$ 12,000.00  
**Est. Closed Date:** No Value  
**Next Review Date:** 14/08/2008  
**Origin:** Postal Services Group - PSG  
**Source:** Target List

**Summary**

**Contacts (1)** | **Tasks (7)** | **Notes** | **Attachments** | **Team Tab** | **Audit Log** | **Win/Loss**

When	Who	What	Description
14/08/2008 03:49 PM	Clare Kerneys - International, Wellington	Changed Status	Won
14/08/2008 03:49 PM	Clare Kerneys - International, Wellington	Edited	From Opportunity Editor
11/08/2008 06:22 PM	Clare Kerneys - International, Wellington	Changed Stage	to Strategy PSG - Campaign / 6 - 100% Initiate Service
11/08/2008 06:22 PM	Clare Kerneys - International, Wellington	Edited	From Opportunity Editor
05/08/2008 11:34 AM	Clare Kerneys - International, Wellington	Edited	From Opportunity Editor
05/08/2008 11:34 AM	Clare Kerneys - International, Wellington	Changed Stage	to Strategy PSG - Campaign / 4 - 75% Present & Negotiate
05/08/2008 10:14 AM	Mahendra Singh - Business Direct, Auckland	Changed Stage	to Strategy PSG - Campaign / 3 - 50% Present & Negotiate
05/08/2008 10:14 AM	Mahendra Singh - Business Direct, Auckland	Assigned	To Clare Kerneys - International, Wellington
05/08/2008 10:14 AM	Mahendra Singh - Business Direct, Auckland	Created	From Opportunity Editor

Logged in as: Bryan Middleton | Editing 3 objects | Online | 100% | 1:20 PM

# INTERNATIONAL- SALES STRATEGY

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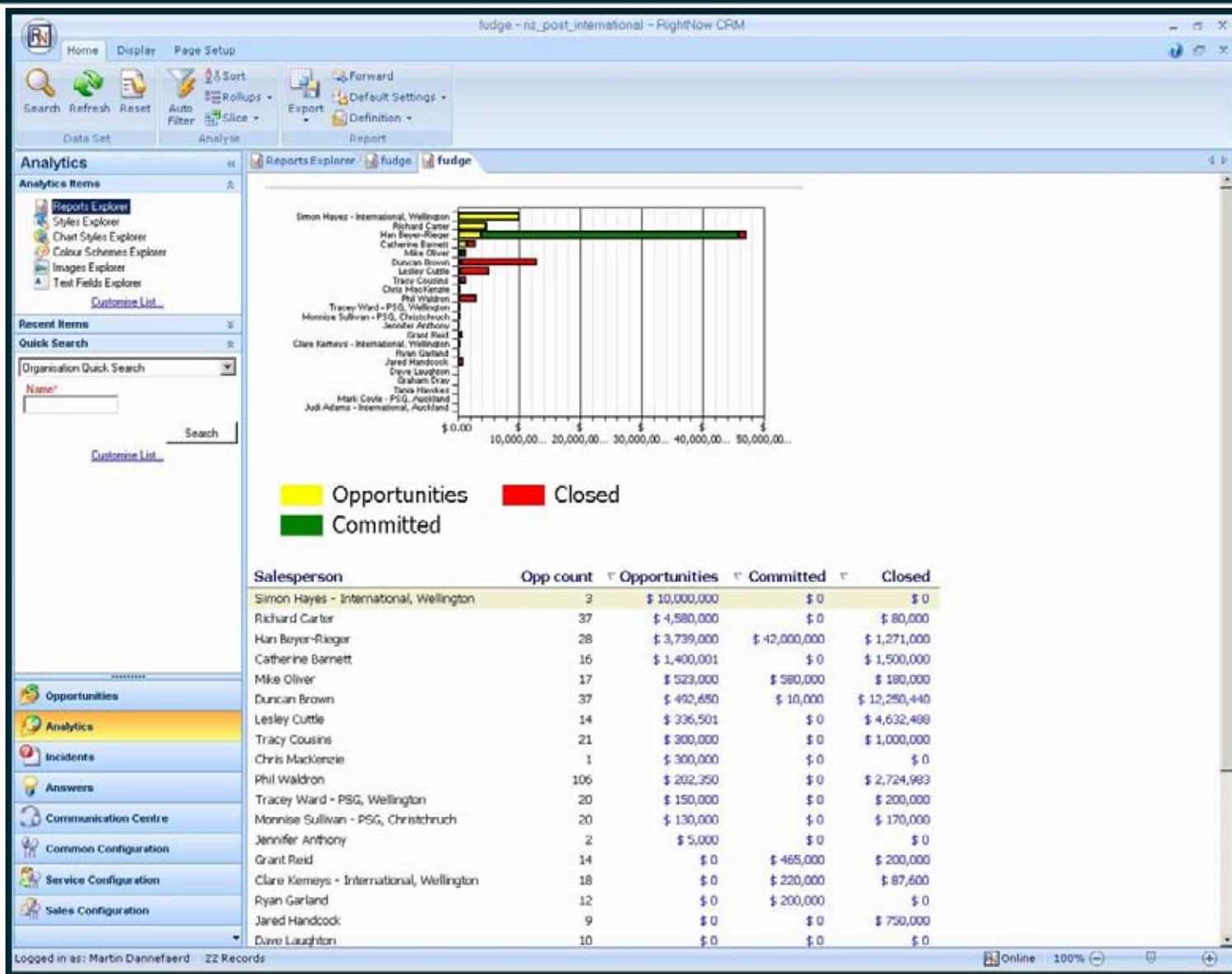
The screenshot displays the RightNow CRM interface. On the left, a task list is visible under the 'Tasks (7)' tab. The main window shows a detailed view of a task titled '3.1 Complete Present Proposal- Postal Services- RightNow CRM'. The task is in the 'Completed' stage, assigned to 'Graham Dray - International, Wellington', and has a status of 'Completed'. The task type is 'Opportunities' and the due date is 'No Value'. The task was completed on '06/08/2008 09:33 AM'. The opportunity is 'International' and the organization is 'Tuatahi Racing Axes Saws Ltd'. The contact is 'Jo Fawcett'. The user is logged in as 'Bryan Middleton'.

**Task List:**

- 1.1 Qualify Post/Cust Business
- 1.2 Gain Confirmation of need
- 2.1 Meet With Customers to discuss
- 2.2 Address gaps, issues, objectives
- 3.1 Complete & Present Proposal
- 4.1 Confirm Commitment to proceed
- 6.1 Introduce Service Delivery

**Task Details:**

Field	Value
Name*	3.1 Complete & Present Proposa
Assigned	Graham Dray - International, Wellington
Status*	Completed
Priority	[No Value]
Task Type	Opportunities
Due Date	No Value
Planned Completion	No Value
Percent Complete	100
Completed	06/08/2008 09:33 AM
Opportunity*	International
Organisation	Tuatahi Racing Axes Saws Ltd
Contact	Jo Fawcett
Document	



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ROADMAP SNEAK PEAK

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- Statements included in this presentation, other than statements or characterizations of historical fact, are forward-looking statements. These forward-looking statements are based on our current expectations, estimates, and projections about our industry, management's beliefs, and certain assumptions made by us, all of which are subject to change. Forward-looking statements can often be identified by the words such as "anticipates," "expects," "intends," "plans," "predicts," "believes," "seeks," "estimates," "may," "will," "should," "would," "could," "potential," "continue," "ongoing," similar expressions, and variation or negatives of these words. These forward-looking statements are not guarantees of future results and are subject to risks, uncertainties, and assumptions that could cause our actual results to differ materially and adversely from those expressed in any forward-looking statement.
- The risks and uncertainties referred to above include, but are not limited to, our assessment of current trends in the CRM market, possible changes to our approach to CRM and our core product strategies, changes to the functionality and timing of future product releases, customer acceptance of our existing and newer products, possible fluctuations in our operating results and our rate of growth, interruptions or delays in our hosting operations, breaches of our security measures, and our ability to expand, retain, and motivate our employees and manage our growth. Further information on potential factors that could affect our financial results are included in our annual and periodic filings with the Securities and Exchange Commission.
- By sharing our product roadmap with you, we are not undertaking an obligation to develop the software with the features and functionality discussed herein.
- The forward-looking statements in this presentation are made as of October 2, 2008 (today). We undertake no obligation to revise or update publicly any forward-looking statement for any reason.

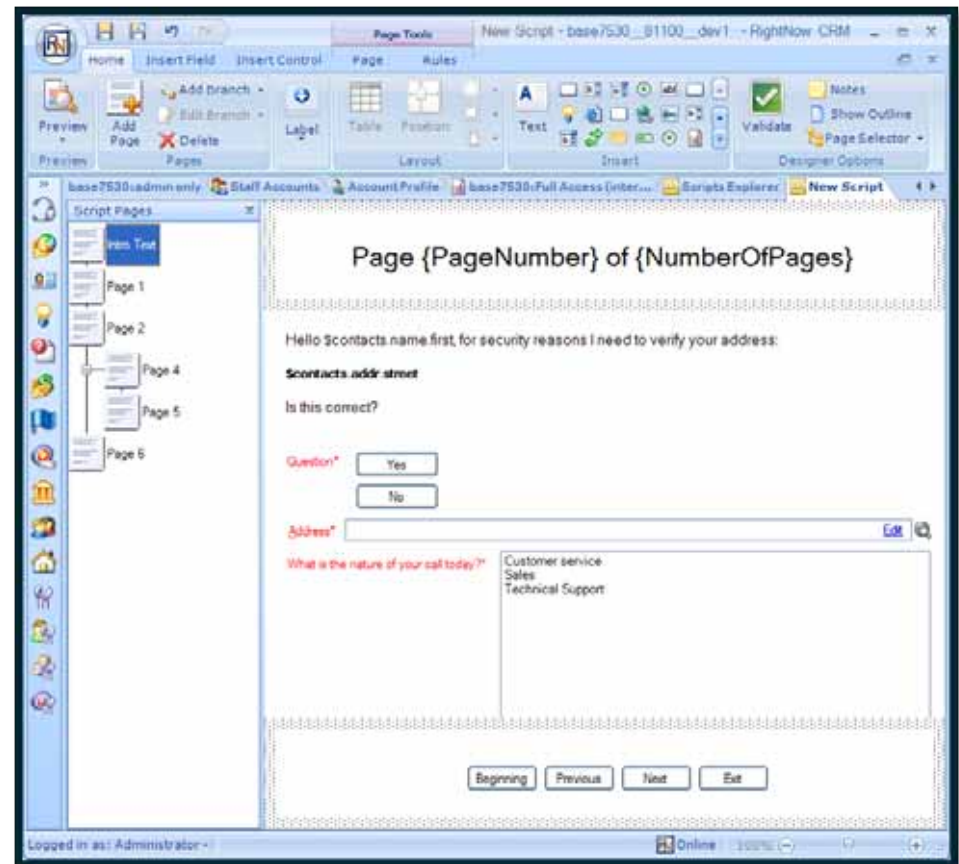
**COMING IN NOVEMBER '08!**

## Description:

- Ability to provide agents with call scripts, enabling them to walk through a script with a customer

## Why it Matters:

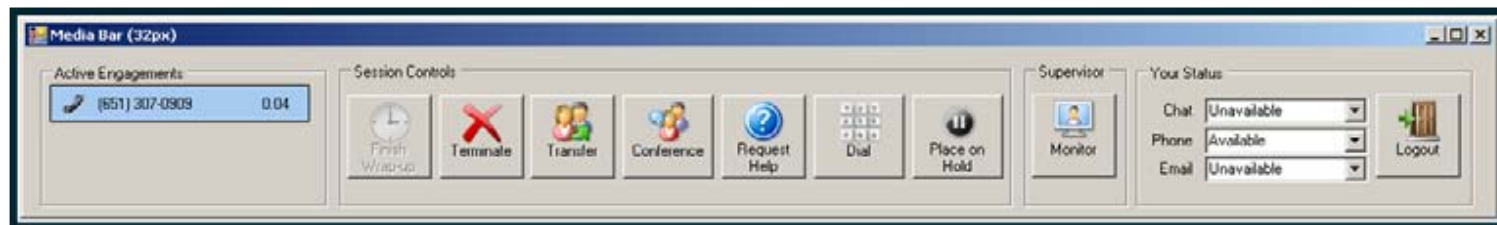
- Consistent customer interactions regardless of agent experience level
- Drives revenue
- Quicker ramp-up of new agents



## COMING IN NOVEMBER '08!

### Description:

- New always-present control allows the creation of a custom add-in
  - E.g. 'media' telephony control
- New capability for add-ins to launch workspaces or execute defined reports
- New capability for add-ins to add content to navigation lists



### Why it Matters:

- Enables custom add-ins for contact center scenarios including embedded telephony controls and screen pops
- Add-ins can be accessed via the RightNow navigation bar

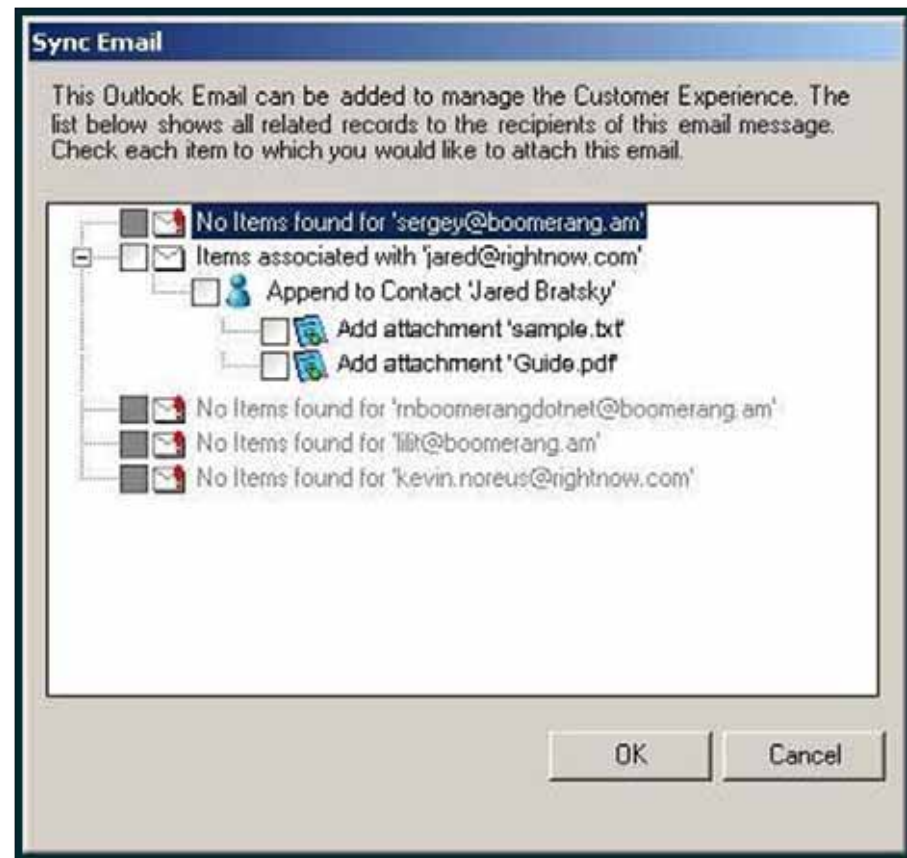
**COMING IN NOVEMBER '08!**

## Description:

- Option to send email file attachments when syncing emails from Outlook to RightNow

## Why it Matters:

- Saves time
- Ease of use
- Competitive parity



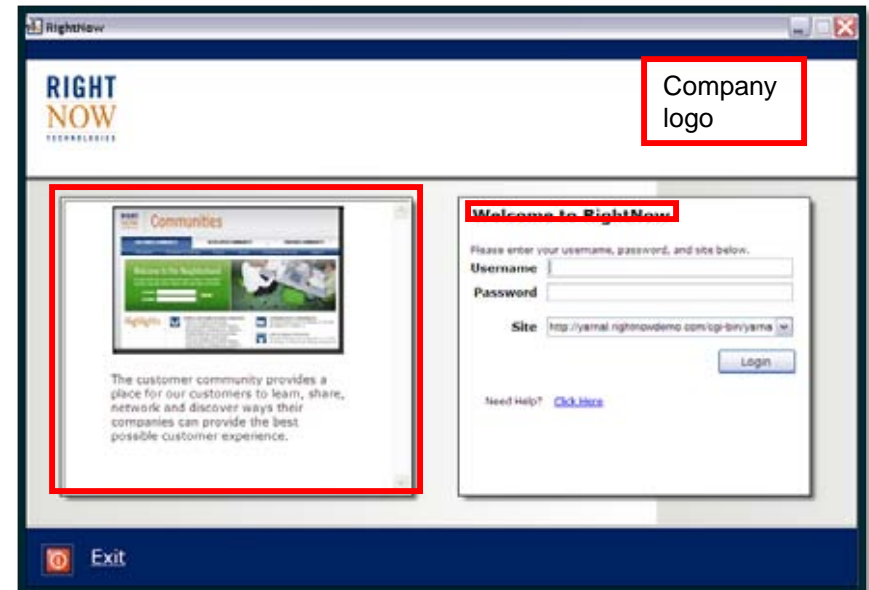
**COMING IN NOVEMBER '08!**

## Description:

- Customize the message content by altering the reference URL
- Customize the "Welcome to RightNow" text
- Option to co-brand with your company logo

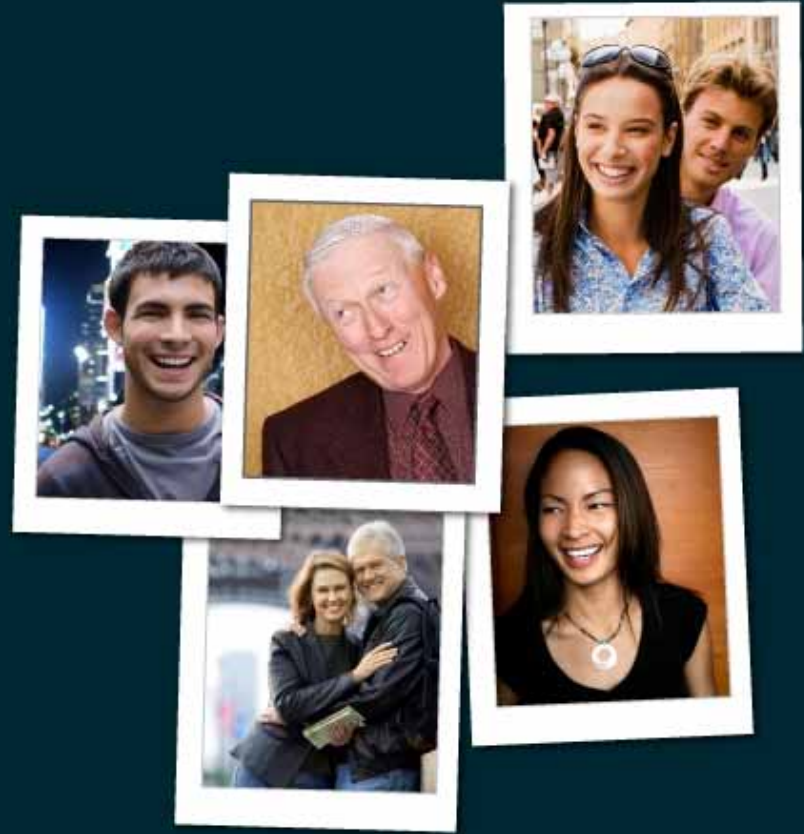
## Why it Matters:

- More meaningful messages to your users
- Personalize with your company brand and system name



- Screen to screen workflow
  - Use a graphical workflow designer to build screen-to-screen flow between agent workspace pages.
- Custom business objects
  - Admin tools to define and configure new data objects includes mapping to RN database, creation of new tables/attributes, and tools to define and configure the relationships between RN objects and other objects.
- Data import
  - Use a graphical workflow designer to import organizations, contacts, incidents with threads, opportunities with notes and answers into RightNow.

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QUESTIONS?

Email [sboyer@rightnow.com](mailto:sboyer@rightnow.com)

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