

The logo for Summit 08 features a white silhouette of a mountain peak above the text "SUMMIT 08" in a bold, white, sans-serif font.

SUMMIT 08



Government Roundtable

Kevin Paschuck, Vice President, Public Sector

RIGHT
NOW.

Opportunities in Government

**RIGHT
NOW**

Automate Business Processes



- Legacy and 3rd Party Data Integration across the Enterprise
- Enable Workflow Driven and Auditable Business Processes
- Ensure Accountability and Traceability Across the Enterprise

Maintain Institutional Knowledge



- One Integrated Knowledge Foundation Accessible Across Organizations
- Accurate Data to Quickly Respond to Customer Inquiries
- Improve, Update and Easily Publish FAQs

Improve Organizational Performance Standards



- Assess Objective and Subjective Organizational Performance
- Self Service Effectiveness Rates Across All Channels
- Survey Capability

Serve a Globally Dispersed Population



- Shift from Operations Management to Service Level Management
- Availability of 24x7 FAQs and Case Management Functionality via Web, Phone, Chat, Email
- Quick Customer Interaction and Resolution via Multi-Channels

Mission Fulfillment/ Accountability



- Proactively Detect and Resolve Mission-Related Issues
- Institute Organizational Best Practices
- Rapid Configuration Capability (User Interface, Workflow, Business Rules)

- **Next at the Summit:**
 - **Government: RightNow delivers it, secures it**
Monday, October 6, 4:15 p.m. - 5:15 p.m., Colorado Hall A
Featuring Laef Olson, CIO, RightNow Technologies
 - **Engaging your customers proactively: RightNow Marketing**
Tuesday, October 7, 2:00 p.m. - 3:00 p.m., Colorado Hall B
Includes a presentation by Gigi McKenzie, Sandia National Labs
 - **Case Study: Delivering Time-Critical Information During Emergencies**
Wednesday, October 8, 9:45 a.m. - 10:45 a.m., Colorado Hall E
Featuring Amberleaf and the American Red Cross
- **RightNow Community:** <http://community.rightnow.com/>
 - Federal Government Forum
 - Federal Government DoD & IC Forum
 - State and Local Government Forum
- **Recorded Webcasts:**
 - CRM in Government: Enhancing the Constituent Experience featuring Ben Madgett, Datamonitor and Meghan O'Connor, The State of Indiana Office of Technology
<http://www.rightnow.com/resource-wc-crm-in-govt.php>
 - Customer Experience in Government: Who Says Government Doesn't Benefit From CRM? featuring Chris Dixon, Manager, State and Local Industry Analysis, INPUT and George Fileau, New York Department of Motor Vehicles
<http://www.rightnow.com/resource-wc-customer-experience-in-govt.php>

- **White Papers:**
 - CRM and National Security: Five Essential Software Capabilities
 - Governing in a Time of War: Five Ways to Improve Constituent Services on a Tight Budget
 - CRM and Crisis Management: Proven Emergency Response Strategies for the Public Sector

<http://www.rightnow.com/resource-government.php>
- [Nucleus Research ROI Case Study 2008](#) RightNow Technologies Colorado Department of Revenue
- **Government-Wide Assessment of Citizen Service Activities Final Report**
June 15, 2007, Prepared for US. General Services Administration by DPRA
http://www.usaservices.gov/pdfs/USAS_GWASurvey_FinalReport_15Jun07.pdf
- **Citizen Service Levels Interagency Committee (CSLIC) Report: Proposed Performance Measures, Practices and Approaches For Government-wide Citizen Contact Activities**
<http://www.usaservices.gov/word/performreport.doc>
- **Global e-Government Report 2008, The Brookings Institution**
http://www.brookings.edu/~media/Files/rc/reports/2008/0817_egovernment_west/0817_egovernment_west.pdf
- **State and Federal E-Government in the United States 2008, The Brookings Institution**
http://www.brookings.edu/~media/Files/rc/reports/2008/0826_egovernment_west/0826_egovernment_west.pdf
- **Benchmark Portal** <http://www.benchmarkportal.com>