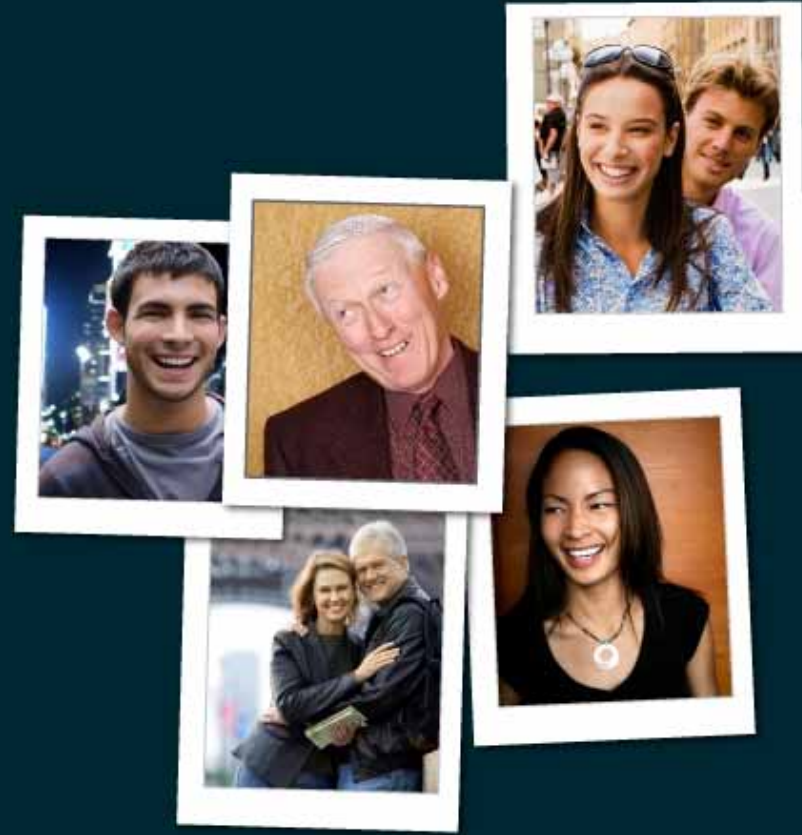




SUMMIT 08



ENGAGING YOUR CUSTOMERS
PROACTIVELY - RIGHTNOW MARKETING

**RIGHT
NOW.**

Susie Boyer - Product Manager

Gigi McKenzie - Sandia National Laboratories

- Overview of RightNow Marketing
- RightNow Marketing Demo
- Case Study: Sandia National Laboratories
- Roadmap Sneak Peak
- Questions



*Deliver superior customer experiences
by ...*

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

- 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

RIGHTNOW MARKETING CUSTOMERS

**RIGHT
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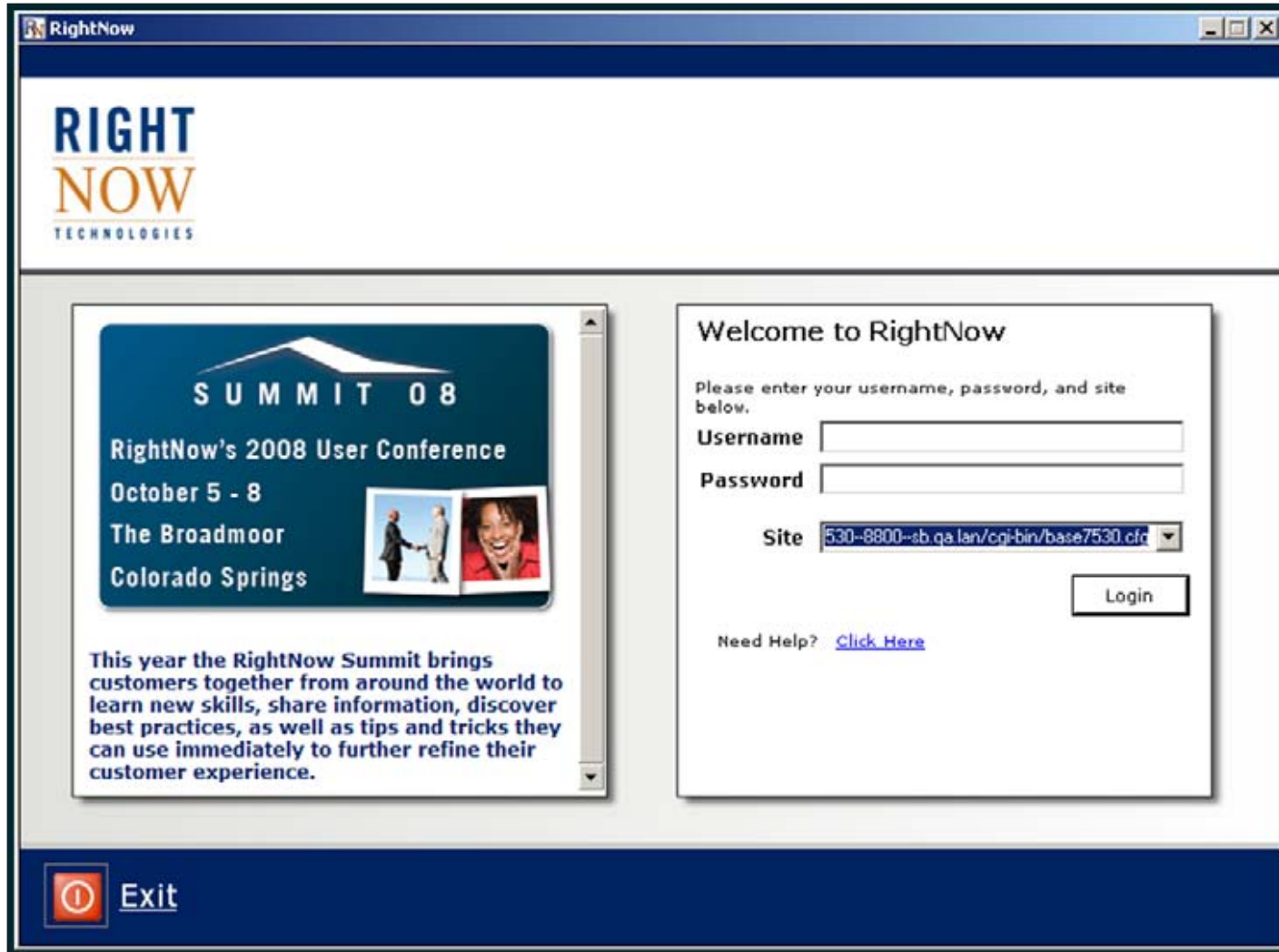
UNIVERSITY OF HOUSTON



PACKETEER INC



- Pivotal Veracity - referral partner specializing in maximizing the deliverability, credibility, reputation and rendering of critical email communications.
- SuccessMetrics - referral partner for web analytics and data warehousing??

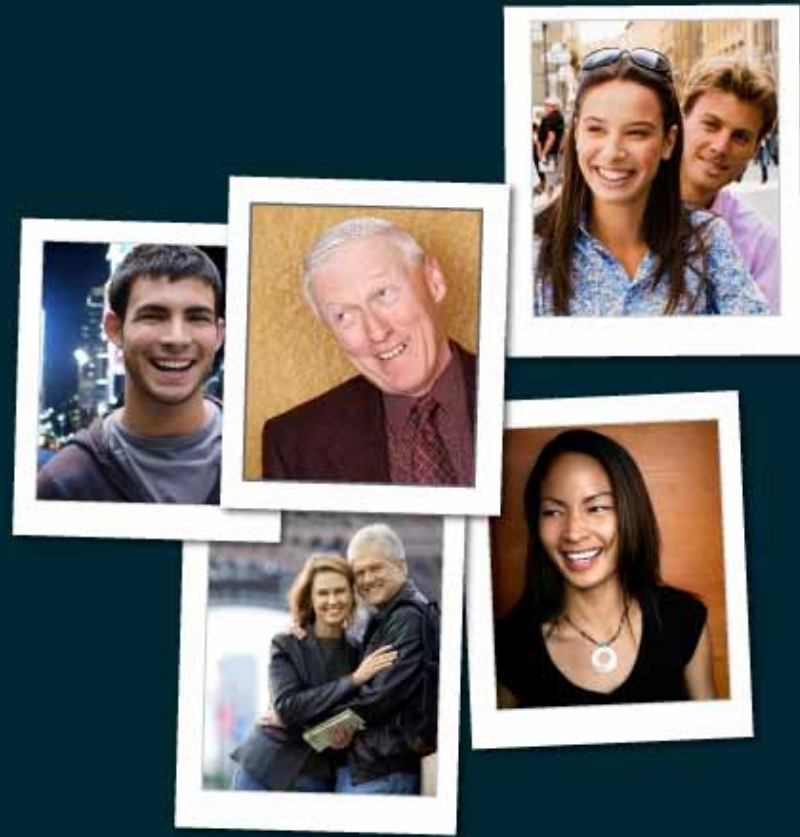


The screenshot shows a web browser window titled "RightNow". The page features the RightNow Technologies logo in the top left. On the left side, there is a promotional banner for "SUMMIT 08" (RightNow's 2008 User Conference) held from October 5-8 at The Broadmoor in Colorado Springs. The banner includes a photo of two men shaking hands and a woman smiling. Below the banner, a paragraph describes the summit's purpose: "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, there is a "Welcome to RightNow" section with a login form. The form prompts the user to enter their username, password, and site. The "Site" dropdown menu is set to "530-8800--sb.qa.lan/cgi-bin/base7530.cfc". A "Login" button is located below the form. A "Need Help?" link with the text "Click Here" is positioned below the login button.

At the bottom left of the browser window, there is an "Exit" button with a red square icon containing a white power symbol.

SUMMIT 08



SANDIA NATIONAL LABORATORIES

Gigi McKenzie

**RIGHT
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Gigi McKenzie

I'm contracted to develop Sandia's HBE CRM architecture and market through RightNow. I've published and marketed for HBE Health, a corporate health site, for over 13 years and built their brand to include Sandia benefits and employee services.

gmcken@sandia.gov



Health, Benefits and Employee Services (HBE) is a service center within Sandia. HBE has an integrated approach to the well-being of its employees, retirees and their families providing a continuum of care that spans onsite/workplace clinical services and offsite/healthcare.

hbe.sandia.gov



Sandia National Laboratories is a government-owned/contractor facility. Sandia Corporation, a Lockheed Martin company, manages Sandia for the U.S. Department of Energy's National Nuclear Security Administration. www.sandia.gov



CONVERTING CUSTOMERS TO HEALTHY, PRODUCTIVE LIVING

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Sandia is a self-insured corporation and therefore, HBE customers are those whose health and healthcare cost HBE can influence.

Customer Segment - approx. 8600 employees

Mostly scientific, 70% men, average age 48, dedicated to their work, often work overtime, don't get adequate rest, don't eat right, and don't exercise enough.

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www.glasbergen.com



“My job is giving me migraines, high blood pressure, chest pains, and bleeding ulcers. I’d quit, but I like their health plan.”

Marketing Opportunity

Convert an aging population that values high dollar, emergency, urgent care, and pharmaceutical industry driven care, ignoring their risk factors

To informed, proactive health consumers: who value, high standards of care, take personal responsibility for their health and who actively manage their risk factors users of onsite HBE preventive and disease management clinical services in conjunction with their healthcare plans to live long, healthy and productive lives.

PROACTIVELY ENGAGE – ALL SEGMENTS, AUDIENCES

RIGHT
NOW.

Convert Workplace Culture:

“My boss knows I’m productive, he sees me crash and burn at my desk everyday. ”

To:

“My boss knows I’m productive. I take care of myself, eat lots of vegetables, manage my blood sugars, take a fitness class with my coworkers at noon, and stay engaged in my projects.” (“And I read those HBE mailings too!”)

- Optimize loyal segments

- Target customers of influence

Audiences/Segments:

employees

work group

mission specific

member lists

Internal HBE



Messaging to engage all segments through mailings

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Anatomy of HBE weekly mailing to employee segment

The image shows a screenshot of an email newsletter. On the left, there is a vertical sidebar with logos for HBE (Health Benefits Employee Services), iHealth (Powered by Mediant), UnitedHealthcare (Healing health care. Together.), CIGNA, and KAISER PERMANENTE. The main content area is titled "Duffy's Desk" and dated "HBE UPDATE - August 4, 2008". It features a photo of Linda Duffy and an article titled "Why do employers provide on-site health clinics...". The article discusses Sandia's focus on on-site health clinics as a capital investment strategy. To the right of the article is a "THOMSON REUTERS" section with four health-related headlines: "Exercise plus relaxation may lessen migraine pain", "Risk of metabolic syndrome rises near menopause", "Sleep disturbance common in fibromyalgia patients", and "Garlic supplements help lower high blood pressure". Below this is a "Ustat" section titled "stats about sandia populations" with a headline: "46% of Sandia does not wake up feeling refreshed (Self-reported by participants in the HBE Organizational Health assessments, 2007)". At the bottom, there is a section for "August is Sleep Well Month" and navigation links for "NM Calendar", "CA Calendar", and "NM Fitness".

HBE Health Benefits Employee Services

Duffy's Desk
HBE UPDATE - August 4, 2008

Why do employers provide on-site health clinics...

In shifting their focus from treating health as a benefit expense to a capital investment strategy, more employers are introducing on-site employee health clinics. Research strongly suggests that on-site employee health clinics reduce healthcare costs and increase productivity. That has certainly been the case at Sandia.

Linda Duffy

As a self-insured employer, Sandia pays nearly \$100M a year to cover healthcare costs for our employees, dependents, spouses and retirees. Sandia saves money when healthy people stay healthy and when individuals with both acute and chronic medical conditions receive quality care. Our on-site clinics are cost effective and provide a full array of health services from preventive to emergency medical care.

read the rest >>

August is Sleep Well Month

NM Calendar | CA Calendar | NM Fitness

THOMSON REUTERS

Exercise plus relaxation may lessen migraine pain

Risk of metabolic syndrome rises near menopause

Sleep disturbance common in fibromyalgia patients

Garlic supplements help lower high blood pressure

Sleep apnea tied to nighttime urination in men

Ustat stats about sandia populations

46% of Sandia does not wake up feeling refreshed (Self-reported by participants in the HBE Organizational Health assessments, 2007)

ONE ITEM MAILINGS, SMALL AUDIENCE TARGETS

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Convert to participation in services by targeting audiences

Take 10,000 Steps to Health



Join the Challenge!
Take 10,000 Steps to Health

Our Division's Senior Managers are taking 10,000 Steps for Health. The results of our assessment found that 75% of our division is below the level of physical activity and stress level. Join the activity challenge this summer. It will help you compete against yourself and other division members.

Need Help Getting Started?

Our Division will provide pedometers.

HBE Cholesterol Screening - in your area tomorrow



Cholesterol Screen

This is a blood draw **requiring a 12 hour fast**, drinking water only. We will measure your cholesterol, blood sugar levels and check your blood pressure. Your results will be ready for you to pick up at the Health Briefing session and imported into your current Health Reimbursement Account (HRA) for you to keep and view.



HBE Special Guest Speaker Talk - JOIN US

Psychological Adjustment to Aging

Carole A. Mazurowski, Ph.D., Health Psychologist and Neuropsychologist will present the behavioral aspects of aging. As the years pile up, many of our mental and physical capabilities slow and these declines risk tarnishing our golden years. Dr. Mazurowski will review several behavioral and belief readjustment strategies that gerontological psychologists have developed to compensate aging-related issues.

(NM) Blood pressure screening in the lobby prior to the talk.

August 13th
12:00pm - 1:00pm (MT)
Bldg 825, Auditorium

11:30am - 12:00pm
Blood Pressure Screening
Bldg. 825 Lobby

CA Televideo Conf
11:00am - 12:00pm (PT)
Bldg. 810, Room 1102



The NEW HBE iHealth portal is your online connection to Sandia's HBE onsite healthcare clinics.

[please enroll >>>](#)

NO LMS Needed
We use RNT marketing campaign and audience list tools

It's all about connecting relationships, forming messages that are relevant to each relationship, target, or segment and making it easy for customers to pass messaging along

Empowers :

- the corporation
- the managers
- the employees

Broad topic mailings with many links of interest to large segments

read rate of 25% - 35% and at least 10% actual participation in the advertised services

Have a significant influence on the success of subsequent:

- Small, one item mailings to target audiences

At least double the read rate and at least double the participation in the advertised service

- Individual messages passed from coworker to coworker

100% read and highest participation rate – that's actually a customer referral!

What we look at

Mailing Tools

- Scheduled delivery
- Proofing tool
- Slowing delivery rates

Audience Console

- Segmentation from Peoplesoft data tables
- Member Lists
- Loyal customers even give us lists

Content Library

Campaign Tools

Knowledge Base

- Store our messaging and link right into it

Did mailing deliver:

- Mailing results report
 - Open rate
 - Link traveling (tracklinks)
 - Real time reporting
- (since we're fully hosted we have to cross a locked down secure corporate exchange server)

Answers viewed

Answers subscribed

Audience list formed

Service queues

(we drive appointment services to agents)

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ROADMAP SNEAK PEAK

RIGHT
NOW.



Tools & Intelligence
for Optimizing
Digital Communications

- Specializing in maximizing the deliverability, credibility, reputation and rendering of critical email communications.



- Next-generation, on demand solution for business intelligence and analytics.

- 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.

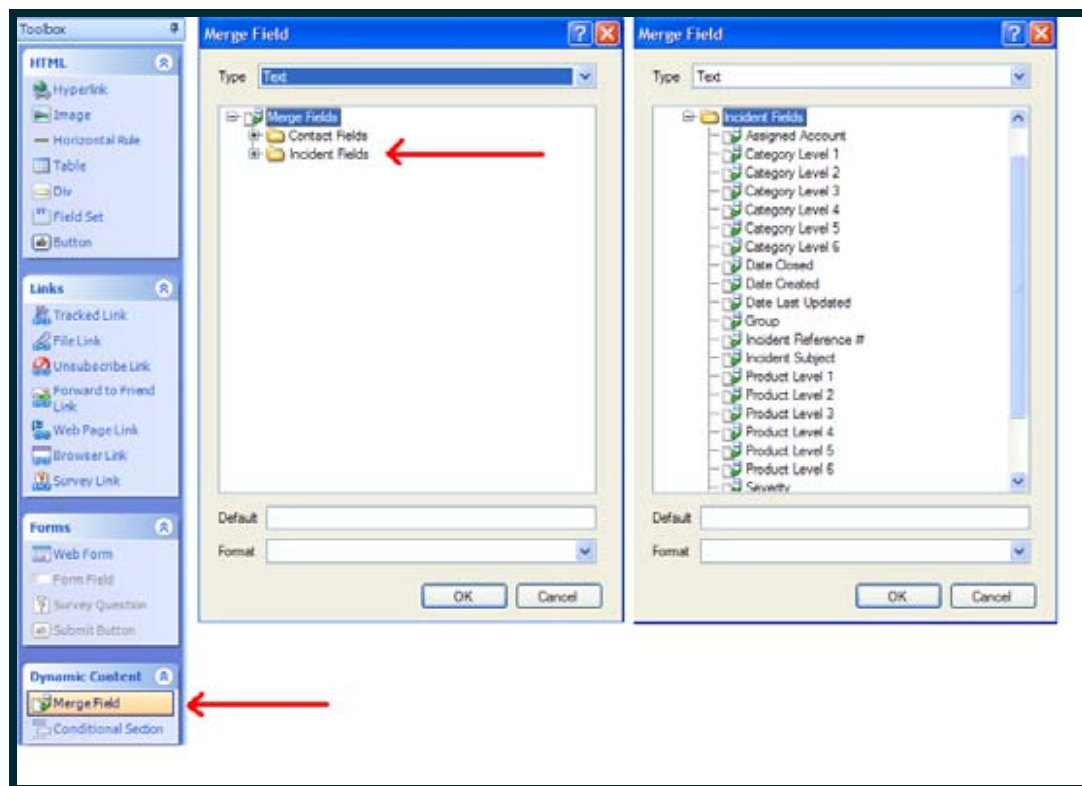
COMING IN NOVEMBER '08!

Description:

- The ability to merge incident fields into documents/surveys

Why it Matters:

- More personalized & relevant emails for the customer
- No need for professional services to merge these fields into emails.



COMING IN NOVEMBER '08!

Description:

- Allows person designing the campaign/survey to add private note text within the incident that is created by the workflow.

Why it Matters:

- Allows instructions or information to be conveyed to the agent

The screenshot shows a software interface for creating an incident. The window title is "Incident". The "Label" field contains "Incident". There are two tabs: "Properties" and "Notes". The "Properties" tab is active, showing various fields: "Subject" (Request for more information), "Status" (Unresolved), "Assigned" (Aaron -), "Product" (Mobile Phones (P3) ConnesFlip Phone 5280), "Category" (General (C1) Information (C1.1)), "Disposition", "Queue" (Sales), and "Service Mailbox" ([No Value]). To the right of these fields is a "Custom Fields" section with a table:

Field	Value	Actions
radio	Yes	Edit , Delete

Below the "Properties" tab is a "Private Note" tab, which is currently selected. It contains a text area with the text: "Aaron- please send this customer the requested information". At the bottom of the window are "OK" and "Cancel" buttons.

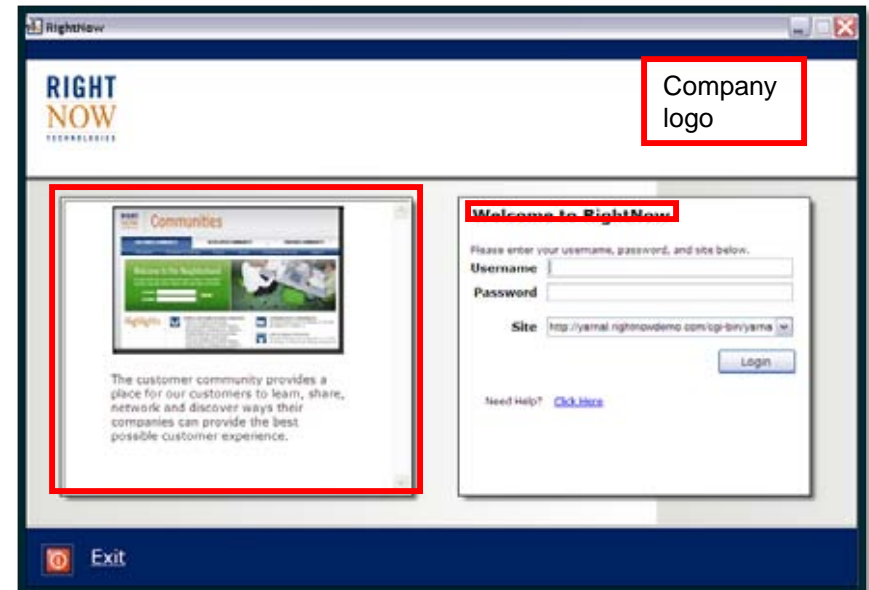
COMING IN NOVEMBER '08!

Description:

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

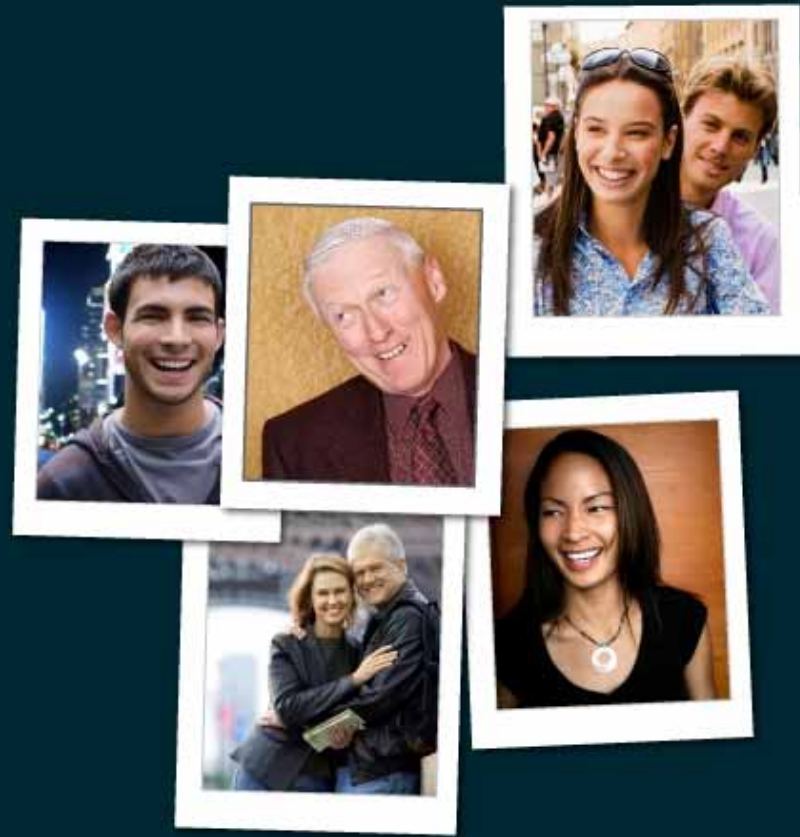
Why it Matters:

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



- Data import
 - A graphical workflow designer to import organizations, contacts, incidents with threads, opportunities with notes and answers into RightNow.
- Custom business objects
 - Admin tools to define and configure new data objects including mapping to RN database, creation of new tables/attributes, and tools to define and configure the relationships between RN objects and other objects.
- Email deliverability enhancements
 - Additional deliverability dashboards
 - Integration with Pivotal Veracity
- Contextual email content
 - Ability to call an external script that can add content into marketing mailings and surveys.

SUMMIT 08



QUESTIONS??

Email sboyer@rightnow.com

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- Attend 4:15-5:15 TODAY - Getting into the Inbox - Best Practices for Email Deliverability
- Ask the Experts
- Visit our website at <http://www.rightnow.com>
- Participate in our community at <http://community.rightnow.com/customer/>