

SUMMIT 08



GLOBAL SERVICE ENVIRONMENTS:

Supporting Multiple Language Web Self-Service

**RIGHT  
NOW.**

- KB Considerations & Goals
  - [Identify Business Goals](#)
  - [Technical Considerations](#)
  - [Content Differences for Different Regions and Languages](#)
  - [Style and Branding](#)
  - [Authoring Best Practices](#)
- Consistency
  - Reuse products and categories when ever possible
  - Reuse of Top and Bottom “wrappers”
  - Reuse any end user customizations across all interfaces
  - Reuse of Answers - Creating Answer Siblings by language
- Global Configurations
  - Reuse of profiles, workspaces and Navigational sets
  - Group Staff Accounts and Queues by profile and region
  - Use of Workflow States to separate global regions
  - Locking down permissions (“Too many Chefs” dilemma)

# KB CONSIDERATIONS & GOALS

## IDENTIFY BUSINESS GOALS

RIGHT  
NOW.

- Do the different regions have the same business goals?
- Are end users incented to use the KB in the same way?
- Do the end users in different regions have the same tools?
- How much of this affects reporting???? !!!
- Balance design difference of multi-interfaces with maintenance considerations. Where do the authors reside?

- Separate Languages for each interface
- Separate countries for each interface\*
- Access levels /SLAs based on contact country or language custom field (base still in mother interface language & requires login)
- Custom fields: what language or country (base still in mother language. Country and language are answer filters)
- Keywords in foreign languages

(\* NOTE - RightNow does have maximum number of Interfaces that can be added to one site)

# KB CONSIDERATIONS & GOALS

## CONTENT DIFFERENCES FOR DIFFERENT REGIONS AND LANGUAGES

RIGHT  
NOW.

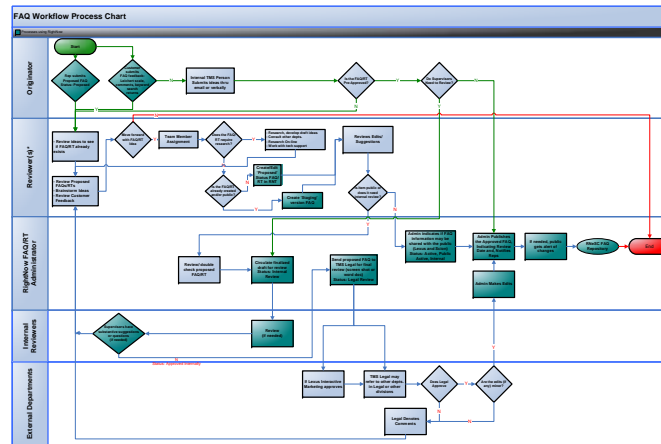
- Simple language translation vs. different products and policies across different countries
  - e.g., How to manage a return policy that is different in the US vs. UK but both countries use the same language interface
- How to handle countries with multiple languages
  - e.g., Switzerland uses French, German and Italian. Switzerland as a country has it's own policies different than Germany, Italy or France. Do we have three separate language interfaces just for Switzerland?
- Do you need to identify users by language or country or both?

- Style of answers especially for same language in multi-regions. First person vs. third person? Cultural differences
- How much information on a page.
  - E.g., The same sentence in German is generally longer than the same sentence in English
- Keep it Vanilla and standardized
- Minimize end user customizations to the extent possible
- Answer variables and custom content can simplify or complicate matters depending on how they are implemented

# KB CONSIDERATIONS & GOALS

## AUTHORING BEST PRACTICES

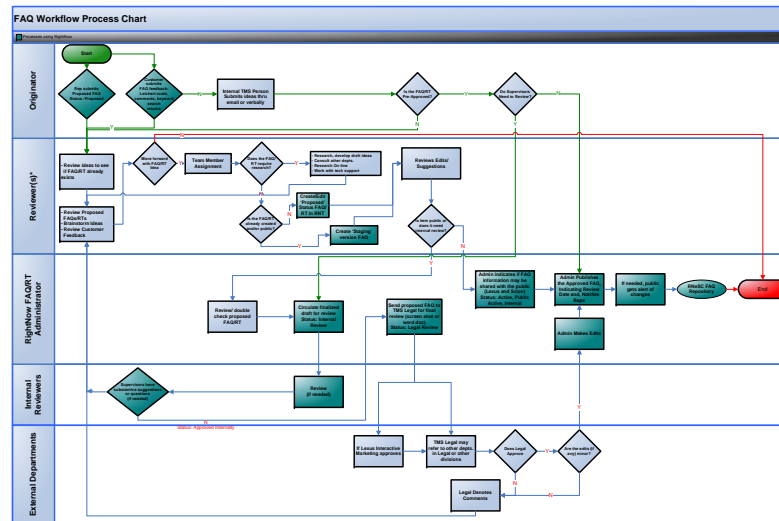
- Set up regional workspaces and reports and navigational sets for KB authors
- Have ONE global Czar with regional Czar-"ettes"
- Publish global usage statistics and regional usage statistics. Trend on these.
- Use answer variables where possible



# KB CONSIDERATIONS & GOALS

## AUTHORING BEST PRACTICES

- Maintain stop words /aliases in the languages.
- Pick language of the month for review as well as product of the month across languages
- Coordinate regular call for authors all over the world
- Set up a world wide calendar for significant KB-affecting events in each region
- All authors everywhere should attend KB training, preferably all together

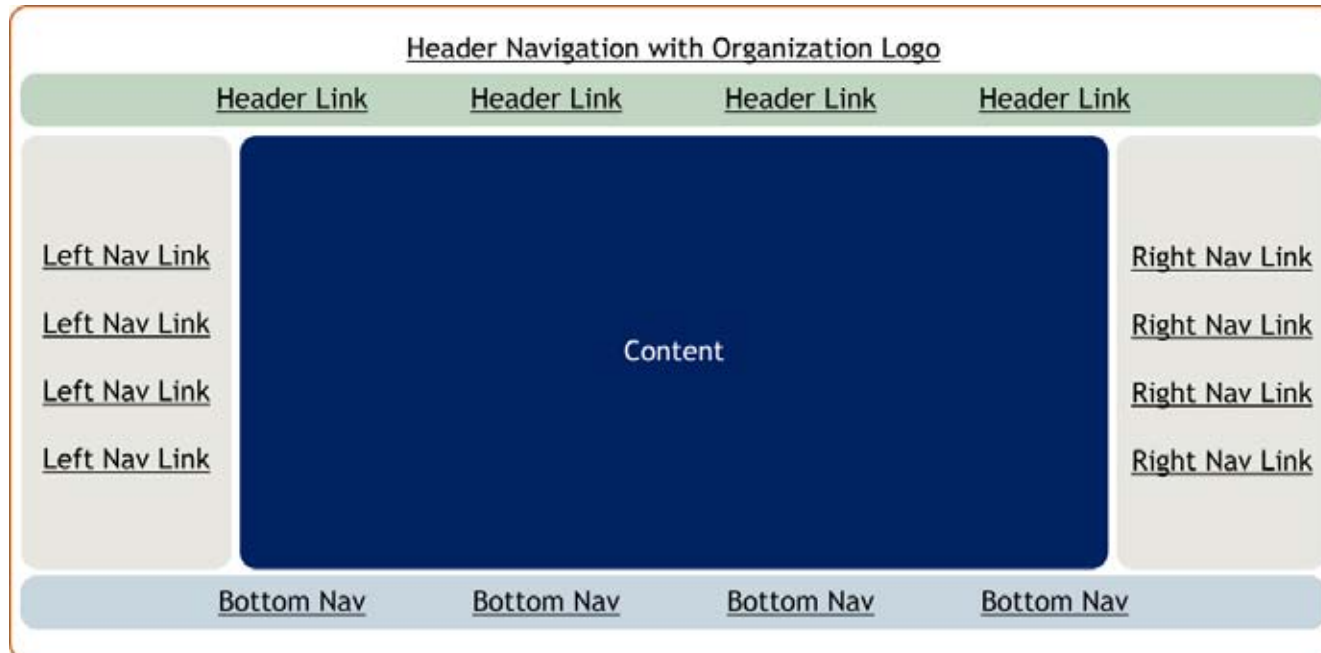




# CONSISTENCY

## REUSE OF TOP AND BOTTOM “WRAPPERS”

- Standardize your RightNow Web presentation for all regions
- Provide easy-to-use UI consistent with main site
- Standardize Customizations Globally
- Interface mockup:



# CONSISTENCY

## REUSE OF TOP AND BOTTOM “WRAPPERS”

RIGHT  
NOW.

- Motodev Wrapper Example:

The screenshot displays the Motodev website interface. At the top left is the Motodev logo, a stylized 'M' inside a circle, followed by the text 'MOTODEV' and the tagline 'The Motorola developer network'. To the right of the logo is a navigation menu with links for 'MOTODEV', 'PRODUCTS', 'TECHNOLOGIES', and 'MEMBERSHIP'. Further right is a search bar labeled 'SEARCH MOTODEV' with a magnifying glass icon. In the top right corner, there are links for 'CONTACT US' and 'SITE MAP'. Below the navigation is a green banner with the text 'MOTODEV // SUPPORT & SERVICES'. Underneath the banner is a dark grey bar with the text 'Welcome to MOTODEV // Please log in.'. The main content area is divided into two columns. The left column has a breadcrumb trail 'MOTODEV > Technical Resources > Support & Services' and a section header '// SUPPORT & SERVICES'. Below this is a horizontal menu with five items: 'SUPPORT HOME', 'ANSWERS', 'ASK A QUESTION', 'MY STUFF', and 'HELP'. The 'ANSWERS' item is selected. Below the menu, there is a paragraph of text: 'Our support and services are designed to help you easily tap into the knowledge of MOTODEV's global team of experts for information and assistance that can expedite your development, help you create high-quality solutions and achieve market success on Motorola's platforms—from handsets to set-tops.' This is followed by three sections: 'ANSWERS' with a search prompt, 'ASK A QUESTION' with a submission prompt, and 'MY STUFF' with a tracking prompt. The right column features a section titled 'TOP TEN ANSWERS' with a list of ten numbered questions related to Motorola USB drivers and handset connectivity.

**MOTODEV**  
The Motorola developer network

MOTODEV PRODUCTS TECHNOLOGIES MEMBERSHIP

SEARCH MOTODEV

CONTACT US SITE MAP

**MOTODEV // SUPPORT & SERVICES**

Welcome to MOTODEV // Please log in.

MOTODEV > Technical Resources > Support & Services

**// SUPPORT & SERVICES**

SUPPORT HOME ANSWERS ASK A QUESTION MY STUFF HELP

Our support and services are designed to help you easily tap into the knowledge of MOTODEV's global team of experts for information and assistance that can expedite your development, help you create high-quality solutions and achieve market success on Motorola's platforms—from handsets to set-tops.

**ANSWERS**  
Search our extensive support database by topic, category, keyword or phrases to quickly find the answer you need.

**ASK A QUESTION**  
Submit technical, business or membership-related questions or feedback for a direct answer from the MOTODEV team dedicated to your success.

**MY STUFF**  
Modify, update, or track the status of requests or questions you have submitted to MOTODEV.

**TOP TEN ANSWERS**

1. How to get Motorola USB drivers that will work with Windows Vista?
2. Where are the USB Drivers for Motorola phones?
3. How to get pictures from a phone to PC?
4. Please read this BEFORE submitting a request for Developer Certificates
5. Software and Drivers for cable installation of MIDlet Applications
6. Prerequisites for Motorola USB drivers under WinXP
7. Problems connecting handset to PC
8. What is the process for borrowing a handset?
9. How to get my program on to my phone
10. What does it cost to borrow a handset?

# CONSISTENCY

## REUSE OF ANSWERS – CREATING ANSWER SIBLINGS BY LANGUAGE

- Create global content, then translate using Sibling/Meta Answers
- Ask RightNow Professional Services to Export, send to translation company and then Re-Import using “Answers On Demand” tool

Answers Default Meta Answers

Top Level > 3883

Ans	Summary	Language	Status	Access Level	Action
1	443 Charge battery using USB cable	English (US)	Public	Everyone	<a href="#">Open</a> , <a href="#">Delete</a> , <a href="#">Print</a>
2	523 Carga de la batería mediante el cable USB	Spanish	Public	ES-Spain	<a href="#">Open</a> , <a href="#">Delete</a> , <a href="#">Print</a>
3	549 Charger la batterie avec un câble USB	French	Public	Everyone	<a href="#">Open</a> , <a href="#">Delete</a> , <a href="#">Print</a>
4	551 Charge battery using USB cable	English (UK)	Public	Everyone	<a href="#">Open</a> , <a href="#">Delete</a> , <a href="#">Print</a>
5	586 Charger une batterie à l'aide d'un câble USB	French (Canada)	Public	Everyone	<a href="#">Open</a> , <a href="#">Delete</a> , <a href="#">Print</a>
6	727 Charge battery using USB cable	English (AU)	Public	Everyone	<a href="#">Open</a> , <a href="#">Delete</a> , <a href="#">Print</a>
7	878 Charge battery using USB cable	Dutch	Public	Everyone	<a href="#">Open</a> , <a href="#">Delete</a> , <a href="#">Print</a>
8	101 Charge battery using USB cable	Danish	Public	Everyone	<a href="#">Open</a> , <a href="#">Delete</a> , <a href="#">Print</a>
9	107 Charge battery using USB cable	Finnish	Public	Everyone	<a href="#">Open</a> , <a href="#">Delete</a> , <a href="#">Print</a>
10	111 Charge battery using USB cable	Norwegian	Public	Everyone	<a href="#">Open</a> , <a href="#">Delete</a> , <a href="#">Print</a>
11	115 Charge battery using USB cable	Swedish	Review	Everyone	<a href="#">Open</a> , <a href="#">Delete</a> , <a href="#">Print</a>
12	118 Akku über USB-Kabel laden	German	Public	Everyone	<a href="#">Open</a> , <a href="#">Delete</a> , <a href="#">Print</a>
13	118 Cargue la batería utilizando un cable USB	Spanish	Public	Everyone, Motorola Internal	<a href="#">Open</a> , <a href="#">Delete</a> , <a href="#">Print</a>
14	119 Charger la batterie à l'aide du câble USB	French	Public	Everyone	<a href="#">Open</a> , <a href="#">Delete</a> , <a href="#">Print</a>
15	119 Ricarica della batteria tramite il cavo USB	Italian	Public	Everyone	<a href="#">Open</a> , <a href="#">Delete</a> , <a href="#">Print</a>
16	123 Charge battery using USB cable	Swedish	Public	Everyone	<a href="#">Open</a> , <a href="#">Delete</a> , <a href="#">Print</a>
17	176 Carregar a bateria usando um cabo USB	Portuguese (Brazil)	Public	Everyone	<a href="#">Open</a> , <a href="#">Delete</a> , <a href="#">Print</a>

# CONSISTENCY

## USING CUSTOM ANSWER ON DEMAND TOOL

RIGHT  
NOW

- The Answer on Demand tool (AOD) allows users to export, translate or offline edit, and then re-import FAQs into any of their various databases and interfaces

### Answer On Demand - Upload

Browse and Upload Data File

Answer Batch Number

**Business Logic**

- Update meta answer  No  Yes
- Match product by leaf only  No  Yes
- Ignore (warning only) invalid products  No  Yes
- Ignore (warning only) invalid categories  No  Yes

**Options**

- Output log file to screen:
- Ignore repeated batch number:

**File Format**

- Column Delimiter  TAB  Comma

**Action**

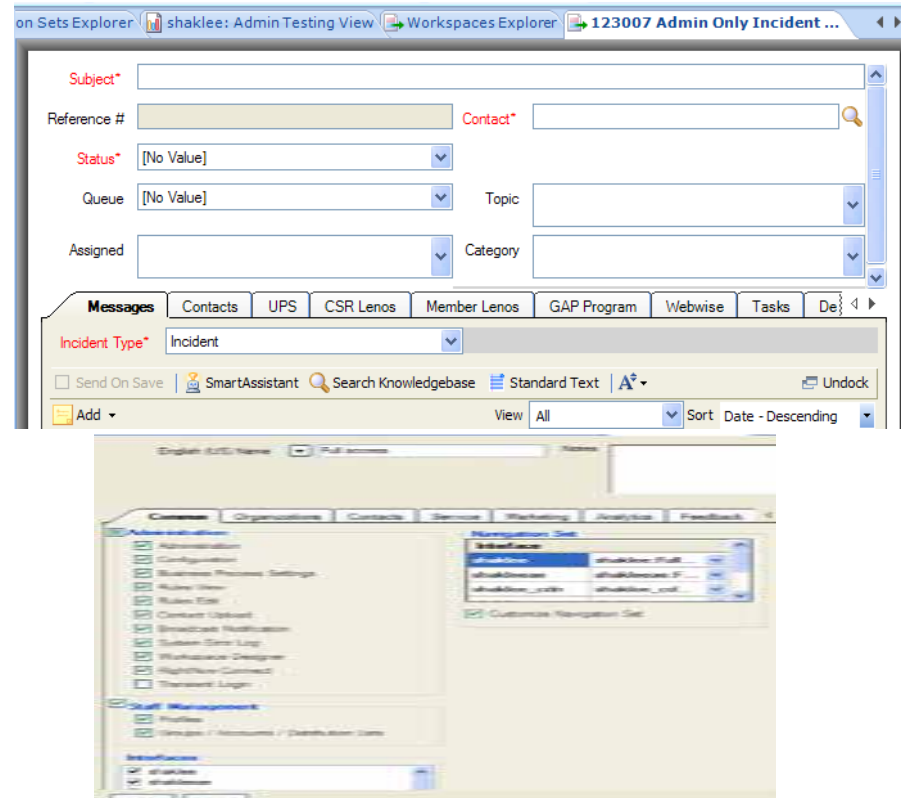
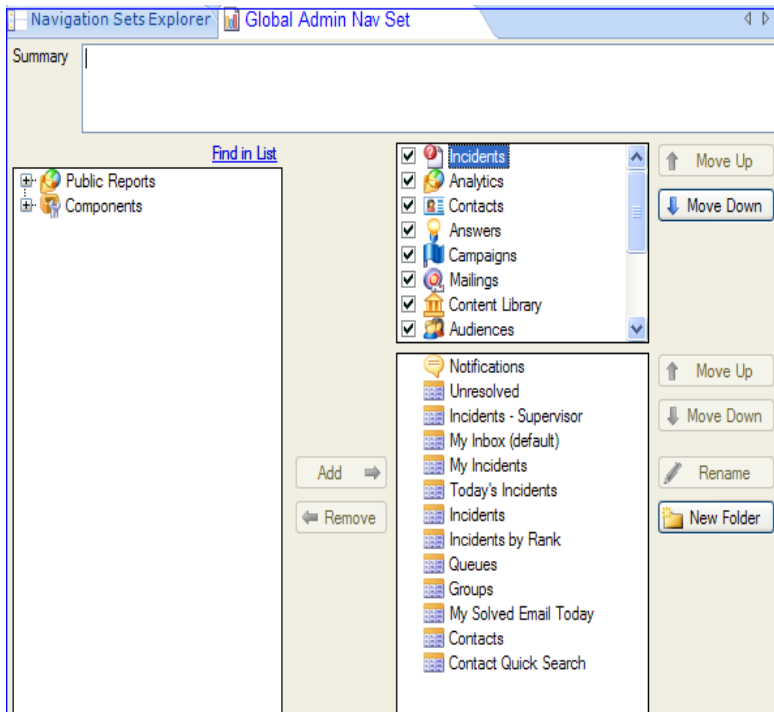
Scan Only  Scan and Upload

# GLOBAL CONFIGURATIONS

## REUSE OF PROFILES, WORKSPACES AND NAVIGATIONAL SETS

RIGHT  
NOW

- First Create global “generic” Workspace(s) & Navigation Sets
- Create Global Profiles using generic Navigational Sets & Workspaces above
- Copy Profile(s) as needed per region; changing Queues for service implementations



# GLOBAL CONFIGURATIONS

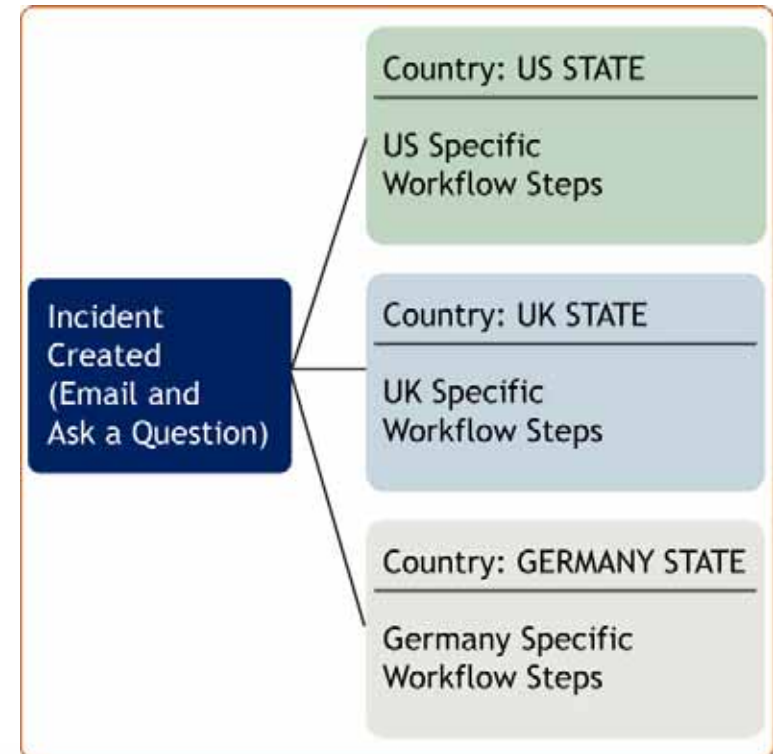
## GROUP STAFF ACCOUNTS AND QUEUES BY PROFILE AND REGION

RIGHT  
NOW

- Create Groups by Region and Role
- Keep in Alphabetical Order
- Keep number of Workspaces and Profiles to a minimum

The screenshot displays the 'Staff Accounts' management interface. On the left, a tree view lists various staff account groups, including EMEA (Spain, Budapest, Edinburgh, South Africa, All Leavers, SA - All Leavers, Stream - All Leavers, Prato, Shannon) and LA (Brazil, TP Warranty, Center Cell, TeleP Venezuela, Argentina) groups, as well as NA (Operations, Canada Staff, CAO - Schaumburg, TP - Buenos Aires (MD, IDEN, Ecomm), TP - Belleville, TP - Bacolod, TP - Operations, Sykes - Costa Rica (CI, S), Operations, TAG (IDEN & MD), TAG MD (CI)). On the right, the 'Staff Accounts - Edit' form is visible, featuring fields for First Name, Last Name, Login, Password, Display Name, Profile, Phone, Time Zone, Default Country, Email Address, and Email Signature.

- Create Separate States to route regional specific incidents
- Wherever possible use “global” Escalation rules
- Use 1.2 Naming Convention



## LOCKING DOWN PERMISSIONS (“TOO MANY CHEFS” DILEMMA)

- Create few profiles with administration privilege
- Limit staff accounts with full access
- Direct other agents and RNT administrators world wide to funnel requests thru one channel
- Use RNT incidents to submit configuration requests in order to track changes.

- Global RightNow Deployment
- Web self-service (hellomoto.com)
  - +4 million customer interactions per month
  - 21 languages
- Email Management
  - 12 languages

English (American, Australian, British)	Japanese
Czech	Korean
Danish	Norwegian
Dutch	Polish
Chinese (simplified, traditional-Hong Kong (Cantonese), traditional-Taiwan (Mandarin))	Portuguese (Brazilian)
French (European, Canadian)	Romanian
German	Russian
Greek	Slovenian
Hungarian	Spanish
Italian	Swedish
Ukrainian	

# GLOBAL WEB SELF-SERVICE AT HELLOMOTO.COM

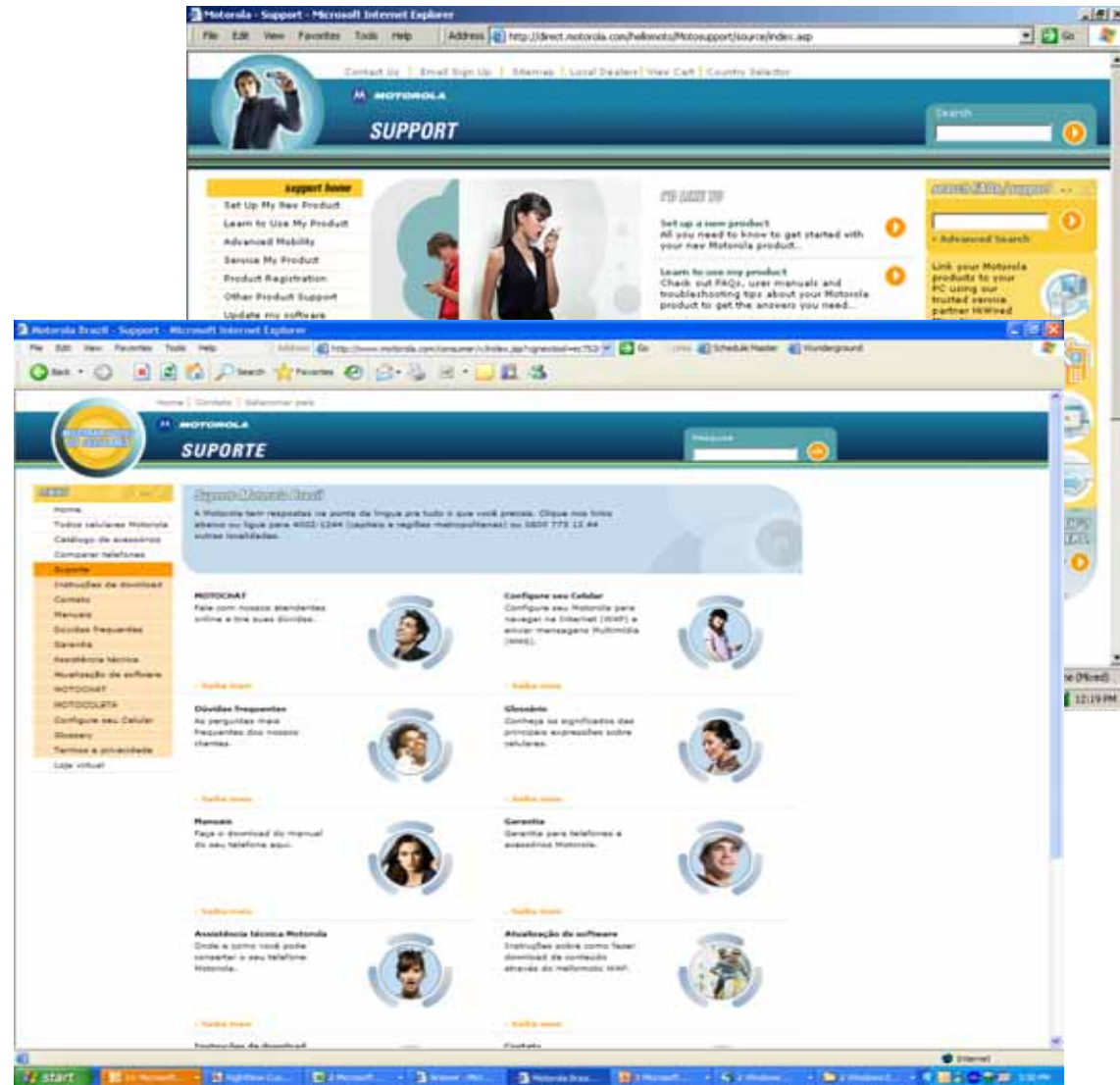
RIGHT  
NOW.

## Challenges:

- Target audience moving to web and email for support
- Increasing expectations for ability to self-serve

## Results:

- Very high self-service rate
- and ROI



- Collects VOC data consistently across many different outsourced call centers
- Ensure consistent, fast service
- Integrated into repair and order
- Improve productivity (~15% decreases in AHT against comparable systems)
- Drives revenue (used for order-taking)

**Console de Suporta**

Visualizando Seus Incidentes: Nivel Superior > Resolvido Call Center

	Nome Completo	CPF	Data de Última Atualização	Ref No
1	Jim Nelson	12345678902	30/09/2007 10:02 PM	870622-010097
2	Jim Nelson	12345678902	30/09/2007 10:02 PM	870622-010098

**Campos Personalizados**

**Informações do Agente**

Interface: motorola\_0204L\_ML\_jm | Idioma: Inglês (inglês) | Caixa de Correio: Motorola UK Default mailbox | Origem Agente: (Telefone)

WRE de Entrada: [ ] | Número de ESR/CSN: [ ]  
Reclamação do Cliente: [ ] | Cod Projeto Especial: [ ]  
Tipo de Garantia: [ ] | e-Ticket: [ ]  
MSN de Entrada: [ ] | Data da Compra: [ ]  
Operadora: [ ]

**Retorno ao Cliente**

St. Retorno: [ ]

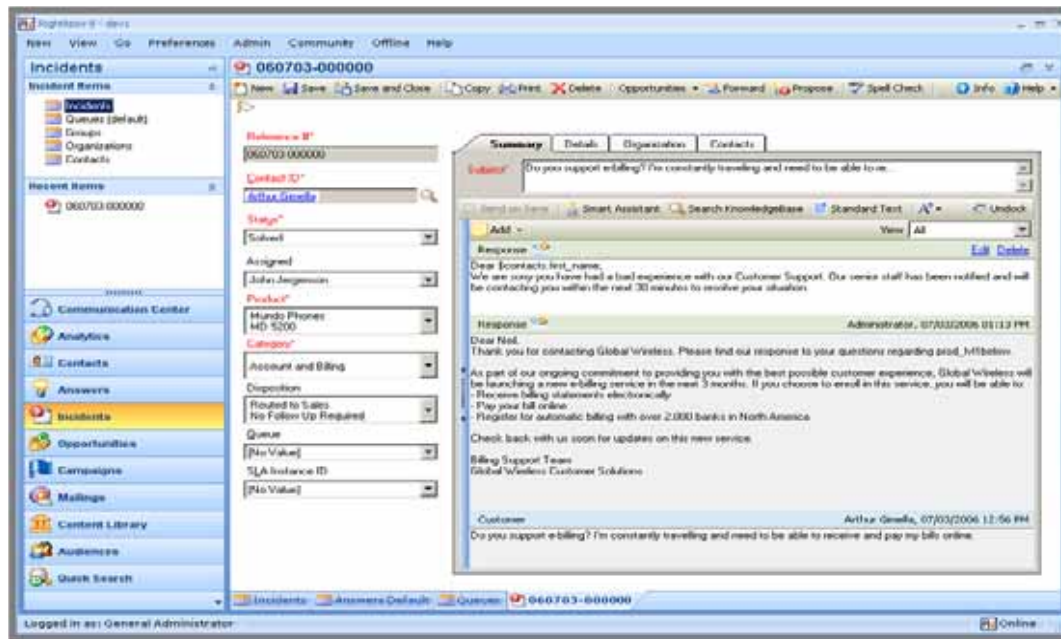
**Informações do Serviço**

Ordem de Serviço: [ ] | Status do Reparo: [ ]  
Cod. Postagem p/ CAR: [ ] | Data Postagem: [ ]

Arquivos: [ ] | Sessão: [ ] | Log de Auditoria: [ ] | Criado em: [ ]

Nome: [ ] | Tamanho: [ ] | Tipo de Conteúdo: [ ] | Criado: [ ]

- 'One platform for the globe' capability
- Improve first contact resolution rates and agent productivity
- Collects VOC data to a central repository



# THANK YOU

**RIGHT**  
**NOW.**

- Questions?