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A dark blue silhouette of a mountain peak with a sharp central peak and sloping sides.  
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## **CUSTOMER PORTAL - SYNDICATED WIDGETS**

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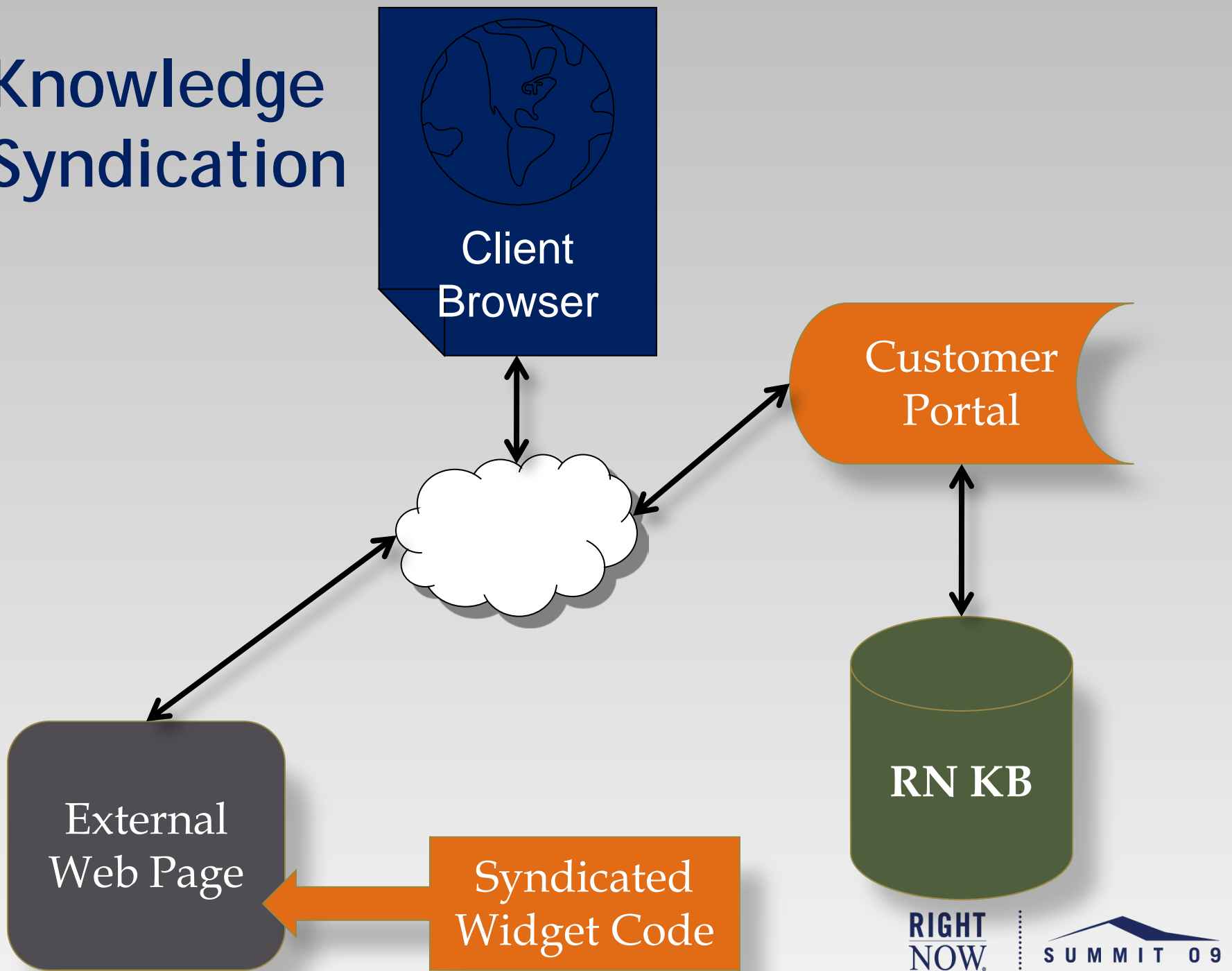
# Customer Portal - Syndicated Widgets

- ▶ Syndicated Knowledge Base and Proactive Chat
- ▶ Available starting in Aug '09
- ▶ Simple JavaScript code that can be placed in any webpage.
- ▶ Configurable through the Customer Portal Tag Gallery
- ▶ Can be styled through CSS
- ▶ Syndicated Widget usage and reporting available through Analytics

# Customer Portal - Syndicated Widgets

- ▶ Syndicated Knowledge Base Widget Features
  - Include knowledge base answers on any pages within your corporate site.
  - Configurable labels and options
  - Configurable searching, spelling suggestions, and related searches
  - Default searches based off of keywords, product, and category
  - Page context sensitive searching
  - Include multiple instances on the same page

# Knowledge Syndication



# Syndicated Knowledge Base Widget

## ► Sessions

- Initial impression when included in a page
- Customer interaction with searches

# Syndicated Knowledge Base Widget

## ► Tag Gallery

- Section that allows you to configure the attributes for the widget
- Code configuration with copy/paste capability
- Preview pane to review widget and attribute configuration

# Syndicated Knowledge Base Widget

## ► Analytics and Reporting

- Keyword searches recorded in the RightNow Database.

# Syndicated Knowledge Base Widget

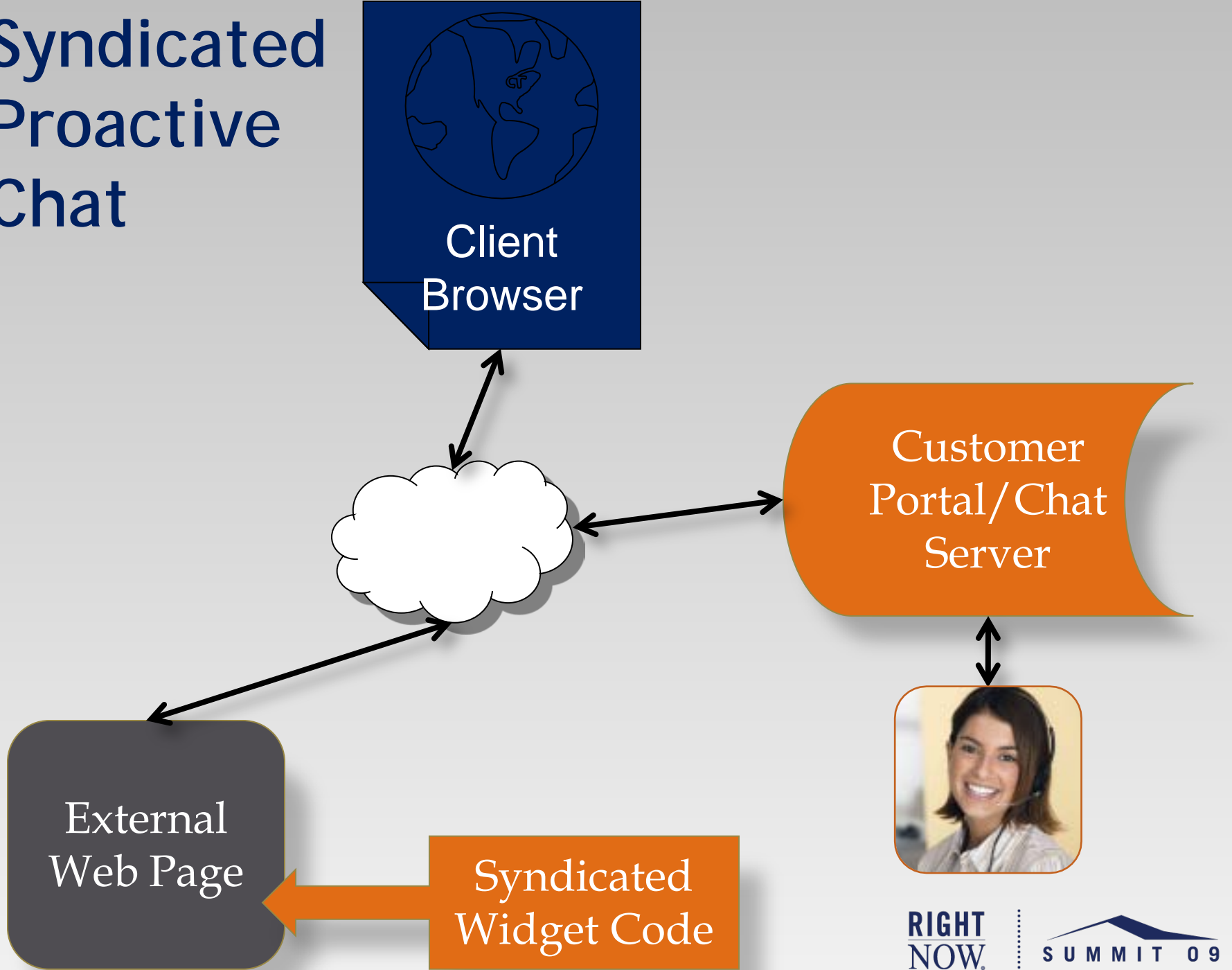
- ▶ Use Case #1 - Display the top 5 answers
  - Configure an instance of the widget to display the top 5 answers within an external web page.
- ▶ Use Case #2 - Context Sensitive answers
  - Configure an instance of the widget to display the top 5 answers based off of the content contained in the html title

# Customer Portal - Syndicated Widgets

## ► Proactive Chat Features

- JavaScript that can be included on any page.
- Invitation can be based off of time spent on a page or through a JavaScript API
- Configurable attributes for agent availability and wait threshold
- Invite can be inline within the page or as a modal dialog

# Syndicated Proactive Chat



# Syndicated Proactive Chat

## ► Analytics and Reporting

- New table called widget\_stats that allows you to see the number of offers, acceptances, and rejections.
- Unique value so Proactive Chat usage can be separated from Syndicated Proactive Chat usage.

# Syndicated Proactive Chat

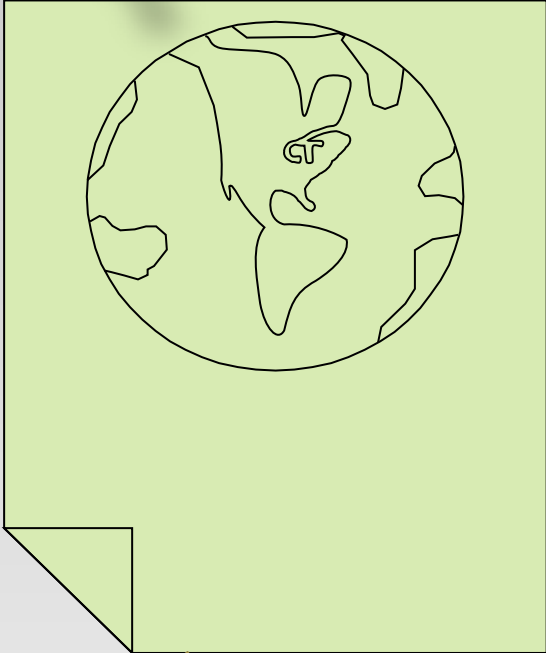
- ▶ Use Case #1 - Chat invite based off of time
  - Configure an instance of the widget to invite a user to chat after a specified time period

# Knowledge Syndication sharing

**Software  
Company**

**Hardware  
Company**

Answers for game controllers



Answers for games

# Questions

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# Technical Dive

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# Syndicated Widgets and CSS

- ▶ CSS file for each syndicated widget
- ▶ Located in  
/euf/assets/syndicated\_widgets/standard  
folder
- ▶ Allows you to style widgets consistently
- ▶ Ability to style each instance of the widget.

# Syndicated Widgets and Caching

- ▶ Caching technology is used for the first impression hit only
- ▶ Benefits
  - Speed
  - Enables high volume of widget usage on your page
- ▶ Similar requests are cached for a 5 Minute time frame

# Syndicated Knowledge Base Widget

- ▶ Deeper dive into use case #2
  - Context attribute and how it can be used to scrape the information in the page.
  - Same syndicated widget code could be included in a “template” that many pages use. Specific page content would then determine the results.
  - Note: Make sure that the content being scraped is static for each page.

# Syndicated Knowledge Base Widget

## ► Event API

- Knowledge Syndication widget fires the event called `evt_dataRequest` and is subscribed to `evt_searchResponse` and `evt_searchRequest` events.
- These events are useful especially if you want the Syndicated Proactive Chat and Knowledge Syndicated widgets to interact with each other within the same page.

# Syndicated Proactive Chat

- ▶ Deeper dive into use case #1
  - Flexibility of widget attributes
  - CSS changes
  - Using Firebug to determine CSS

# Syndicated Proactive Chat

- ▶ Deeper dive into use case #2
  - Chat request can be initiated through an API call.
  - JavaScript methods that are exposed when the Syndicated Proactive Chat widget code is included in a page.
- ▶ API methods
  - `chatAvailability` - Checks the availability of agents including the queue, number of agents available, and wait time.
  - `offerChat` - Initiates a chat request.

# Syndicated Proactive Chat

- ▶ Events API - Can also be used to check availability and to offer chats
  - Fired events - evt\_chatOfferRequest, evt\_chatAvailabilityRequest, evt\_beforeDataRequest, and evt\_dataRequest

# Syndicated Widgets

- ▶ New Use Case - Web designer wants to incorporate both syndicated widgets within the same page
  - Users should be able to see the top 5 answers from the knowledgebase based on product.
  - They will be able to perform searches on the knowledgebase.
  - If they search more than three times, then a chat request will be displayed.
  - If they search for certain phrases then a chat request will also be displayed.

# Questions

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# Professional Developers Conference 2010

- ▶ Date still being determined
- ▶ Deep dive into technical aspects of product and integration points
- ▶ Topics covered include
  - Customer Portal
  - Syndicated Widgets

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