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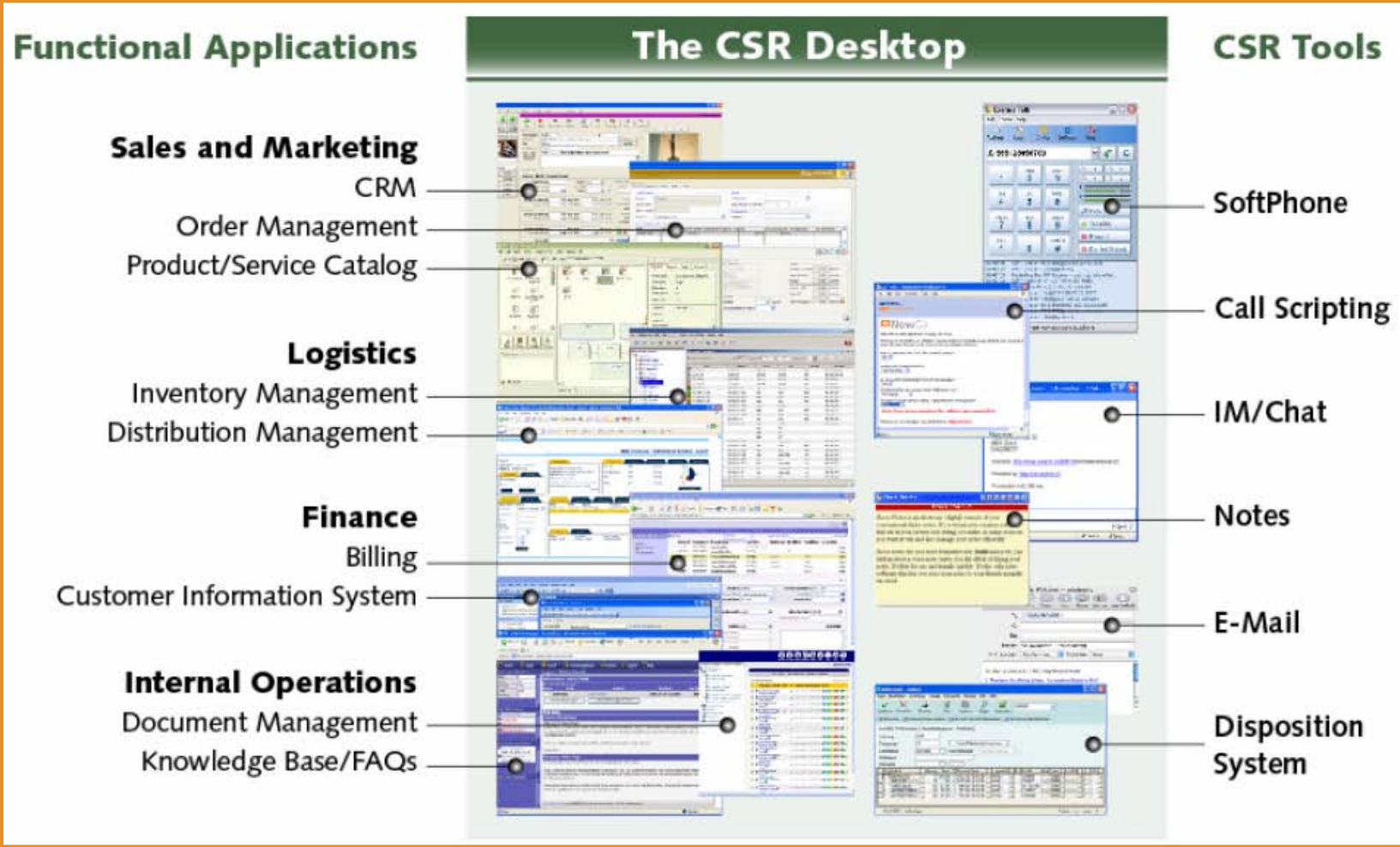
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S U M M I T 0 9

EXTENDING THE REACH OF THE RIGHTNOW AGENT DESKTOP

Chris Omland - Technical Product Manager
Mark Ericson - Director Integration Technology

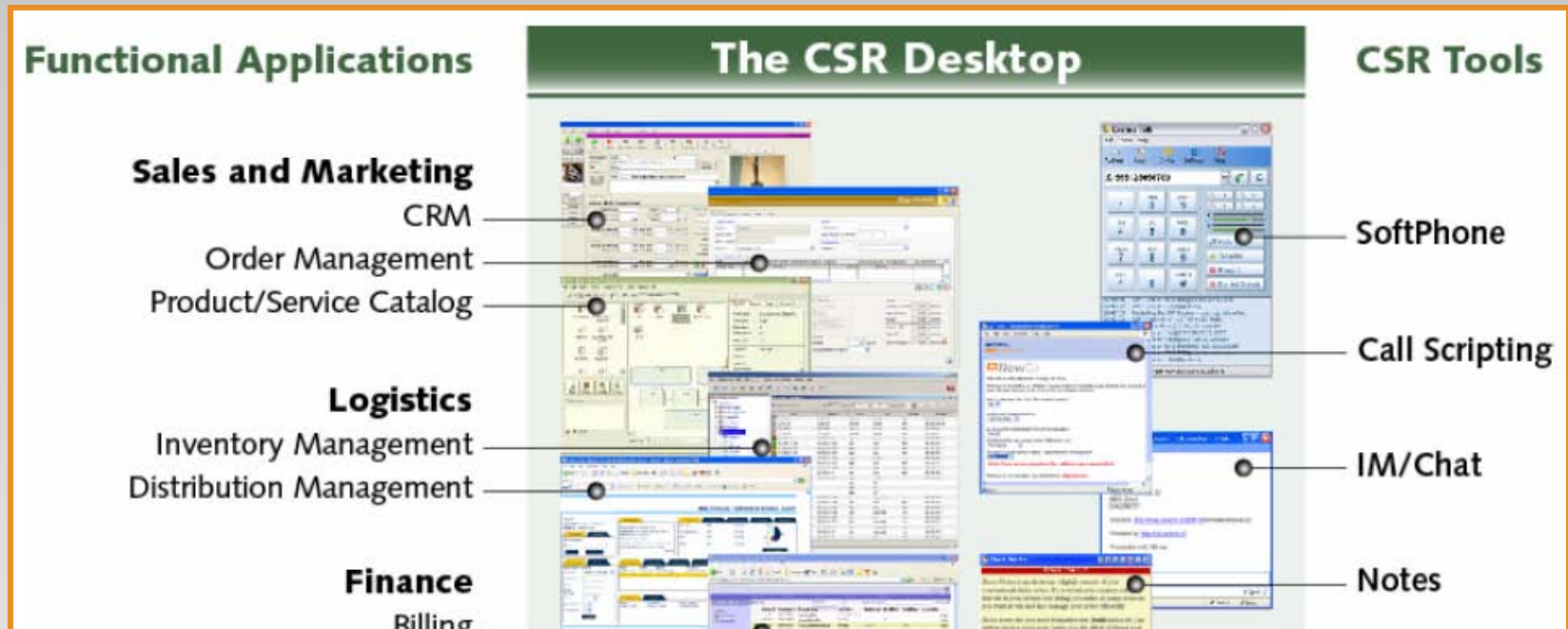


Unifying Agent Desktop with Add-Ins



Source: Yankee Group

Unifying Agent Desktop with Add-Ins



- >65% of contact center agents use three or more apps
- >25% of contact center agents use five or more apps
- 70% say they waste time switching between apps
- Two-thirds say their IT systems could be improved

Source: Yankee Group

Unifying Agent Desktop with Add-Ins



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Unifying Agent Desktop with Add-Ins

RightNow is the only SaaS CRM provider to offer a real-time, client-side extensibility & automation framework for a unified agent desktop

Unified Desktop Benefits

- ▶ Unified customer experience
 - Reduced process and information delay for customers
- ▶ Unified agent experience
 - Effectiveness, efficiency, satisfaction, memorability

Agenda

- ▶ The Add-In Framework Difference
- ▶ Add-In Framework Integration Patterns
 - Desktop Automation
 - Product Warranty Demo
 - Desktop Integration
 - Contact Synchronization Demo
 - Desktop Extension
 - Mail Merge Demo
 - Sterling Commerce
- ▶ Questions

The Add-In Framework Difference

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Dynamic Agent Desktop Integration

▶ RightNow Dynamic Agent Desktop Features

- Contextual Workspaces Feb '08
- Guided Assistance Aug '08
- Desktop Add-In Framework Aug '08
- Agent Scripting Nov '08
- Add-In Framework Rules Support May '09
- Desktop Workflow Aug '09

▶ Add-ins extend the dynamic desktop!

- All dynamic features can be driven by external data, rules, and logic
- Agent work processes can extend beyond the desktop

▶ Applications

- Agent “next-best action” based on external info or rules-engine
- Complex work-processes involving multiple applications

The Add-In Framework Difference

- ▶ **Allows YOU to extend the agent desktop**
 - Automation
 - Integration
 - Extension
- ▶ **Desktop vs. Data Integration**
 - This is about user interface, agent efficiency, and a unified agent desktop
- ▶ **Client Side Integration**
 - SaaS integration inside your firewall
- ▶ **Real Time**
 - Drive your agent activity from your customer input and business systems

RightNow Connect Select Partner Integrations

- ▶ Call Controls/CTI
 - OpenMethods
 - Interactive Intelligence
 - Transera
- ▶ Language/Translations
 - Language Weaver
 - Sajan
- ▶ Order Management
 - Sterling Commerce
- ▶ Data Verification
 - TARGUSinfo
- ▶ Data Integration
 - Boomi
 - Pervasive



Add-In Framework Integration Patterns

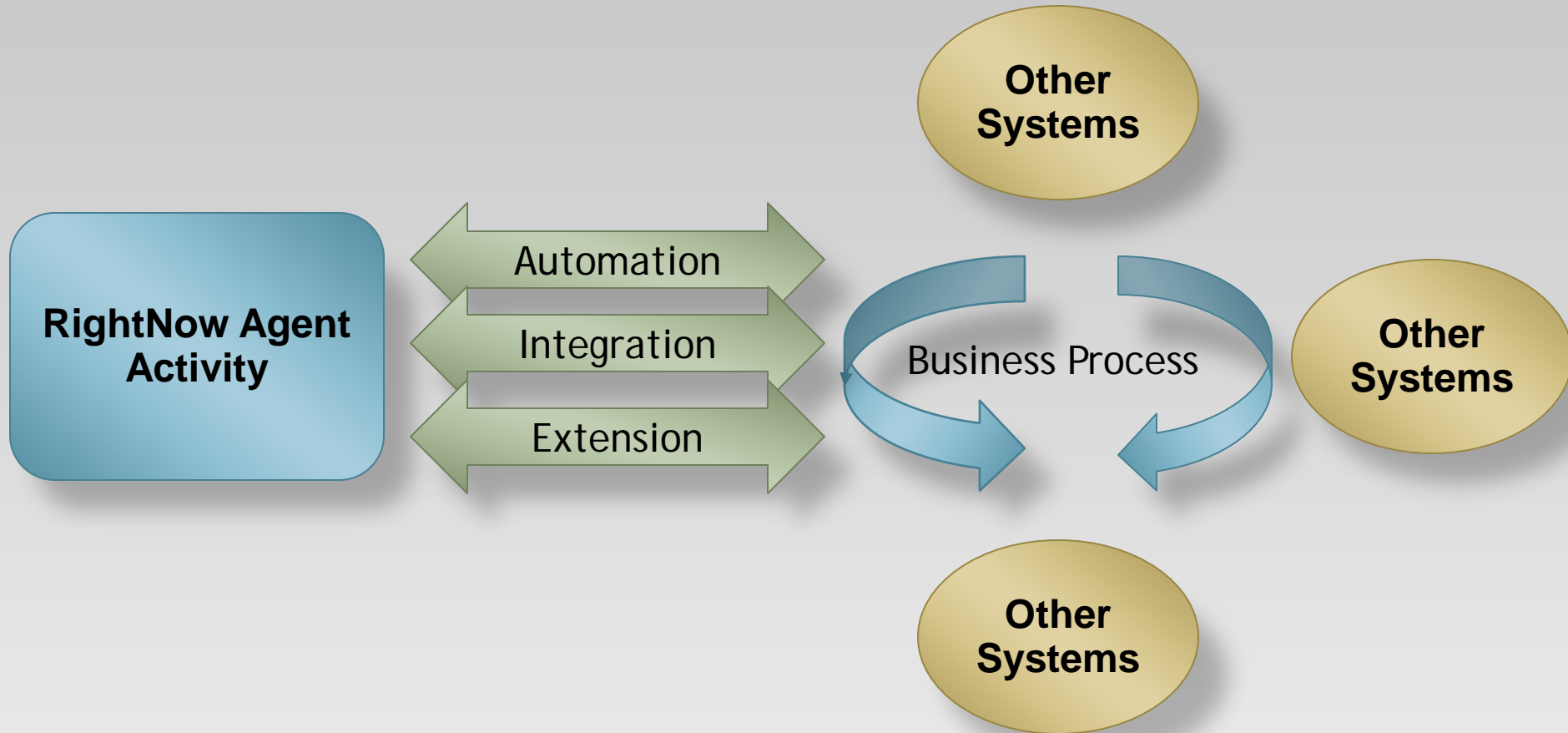
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Add-In Framework Integration Patterns



Desktop Automation

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Desktop Automation

► Business Impact

- Increased effectiveness - Value for YOUR customers
- Increased efficiency - Less cost for YOUR company
 - Reduced training costs & time
 - Reduce data errors
 - Lower AHT (Average Handle Time)

► Add-In Framework Solution

- Automate activities in RightNow while integrating with other systems
 - Populate fields
 - Determine next best action
 - Perform repetitive activities (Copy/Paste)
 - Trigger events to external systems

Address Entry & Cleansing

- ▶ **Standard RightNow Address Control**
 - 17.12 seconds to enter a complete address
- ▶ **Improved Address Control using Google/USPS**
 - 10.86 seconds to enter a complete address
- ▶ **Improved Address Control using ANI lookup + TARGUSinfo**
 - 0 seconds to enter a complete address
- ▶ **Annual Cost Savings:**

	Per seat	50 Seats	100 Seats	500 Seats	1,000 Seats
Google + USPS	\$176	\$8,819	\$17,638	\$88,186	\$176,373
TARGUSinfo	\$499	\$24,960	\$49,920	\$249,599	\$499,199

Demo - Automation

▶ Automation Demo

- Address population based on ANI for a new contact
- Drive a script to new product registration for new contact
- Drive a script to product warranty information for existing caller, display up-sell products

Desktop Integration

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Add-In Framework - Integration

► Business Impact

Feature	Benefit
Unified view of customer	Consistent customer experience
Data consistency	Reduced data maintenance costs
Leverage existing systems	Reduce operating costs

► Add-In Framework Solution

- Executes client side providing access to internal systems
- Rich .NET development environment
- Real-time agent interaction

Demo - Synchronization

- ▶ Contact data synchronization across multiple systems
 - Present agent with data inconsistencies
 - Allow agent to select correct data
 - Update both systems with data selected by agent

Desktop Extension

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Add-In Framework - Extension

► Business Impact

- Unified Agent Desktop - Less cost for YOUR company
 - Increased agent satisfaction
 - Reduce number of agent applications
 - Reduced desktop complexity
 - Reduced training costs & time
 - Lower AHT (Average Handle Time)
- Increased effectiveness - Value for YOUR customers
 - Agent has all the information and systems they need to satisfy customer

► Add-In Framework Solution

- Extend the RightNow UI with external systems and applications
- Add custom UI to major functional areas
- Drive logic (rules, scripting, workflow) from external systems

Demo - Extension

- ▶ Demonstrate Sterling Commerce desktop extension add-in
 - Order Management

Wrapping Up

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Conclusion

- ▶ There is a significant need to extend the reach of the RightNow Agent desktop
 - Automation
 - Integration
 - Extension
- ▶ The add-in framework gives YOU the ability to extend the agent desktop through real time, client side integrations
- ▶ There is significant benefit to your company but also your customers
 - Efficiency, effectiveness, agent satisfaction, reduced cost, etc.
- ▶ Stop by and talk with our partners who have built integrations

Additional Resources

▶ RightNow Developer Community

- <http://community.rightnow.com/developer/>

▶ RightNow Developer Blog

- <http://www.rightnow.com/devblog>

▶ Follow us on Twitter

- @RightNowDev

▶ Technical Publications

- http://www.rightnow.com/pdf/Integration_in_the_Contact_Center.pdf
- http://www.rightnow.com/pdf/Agent_Efficiency_Productivity_and_User_Interface.pdf

Questions

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