

**RIGHT**  
**NOW**<sup>®</sup>



  
**S U M M I T 0 9**



**RIGHT**  
**NOW**<sup>®</sup>



A stylized blue mountain range logo with three peaks of varying heights.  
**S U M M I T 0 9**

**GOOD TO GREAT: BUILDING A WORLD-  
CLASS CUSTOMER EXPERIENCE THROUGH  
CUSTOMER PORTAL**



# Introductions

- ▶ Sandy Erickson, Director of Application Product Management, RightNow
- ▶ David Fulton, Product Manager, eService, RightNow
- ▶ Brad Wilcox, Executive Director WW CS, Sony Online Entertainment
- ▶ Richard Diamond, Free Realms SME, Sony Online Entertainment
- ▶ Christopher Cabral, KB Admin , Sony Online Entertainment

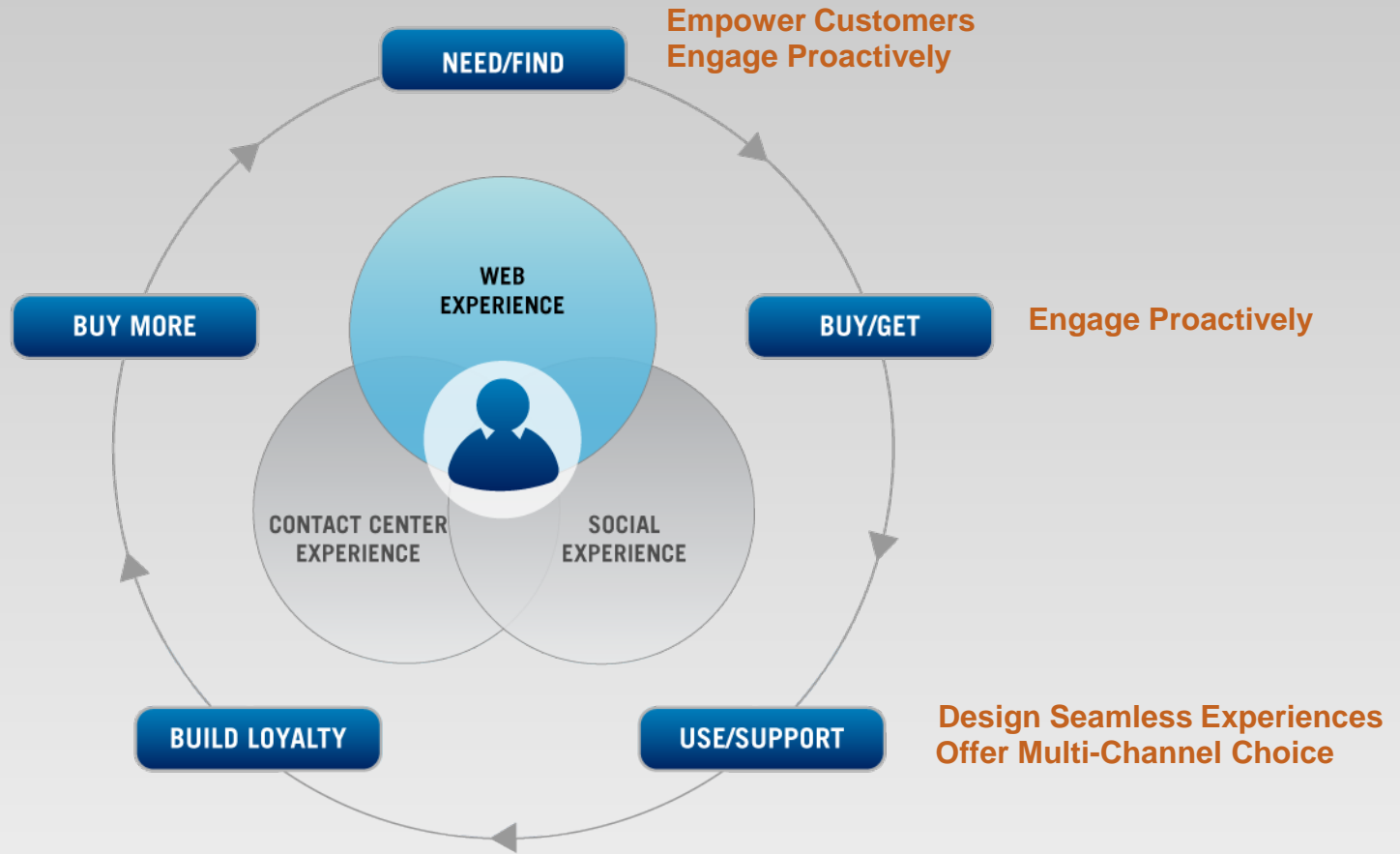
# What we'll be covering today

- ▶ What do we see as the key steps for delivering a great customer experience?
- ▶ What is Customer Portal (CP) and how does it allow us to deliver a great web experience?
- ▶ What are RightNow customers doing with CP today?
- ▶ What will they be able to do in the future?

# 8 Steps to Great Customer Experiences

1. Establish a Knowledge Foundation
2. Empower Customers
3. Empower Frontline Employees
4. Offer Multi-Channel Choice
5. Listen to Your Customers
6. Design Seamless Experiences
7. Engage Proactively
8. Measure and Improve Continuously

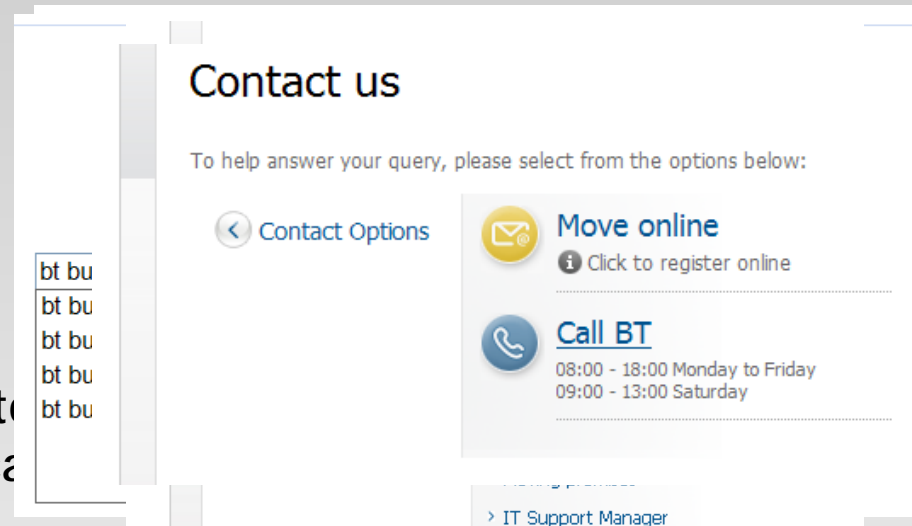
# The Customer Journey



# Examples of Great Customer Experiences

## ► Empower Customers

- Consumer searches for contact info for a business on their search engine of choice (typically Google)
- The information they need is returned as one of the first matching results in a Google search
- Selecting the link takes them to a RightNow page where they can specify their need



## ► Offer Multi-Channel Choice

- Available channels and channel availability can be clearly communicated

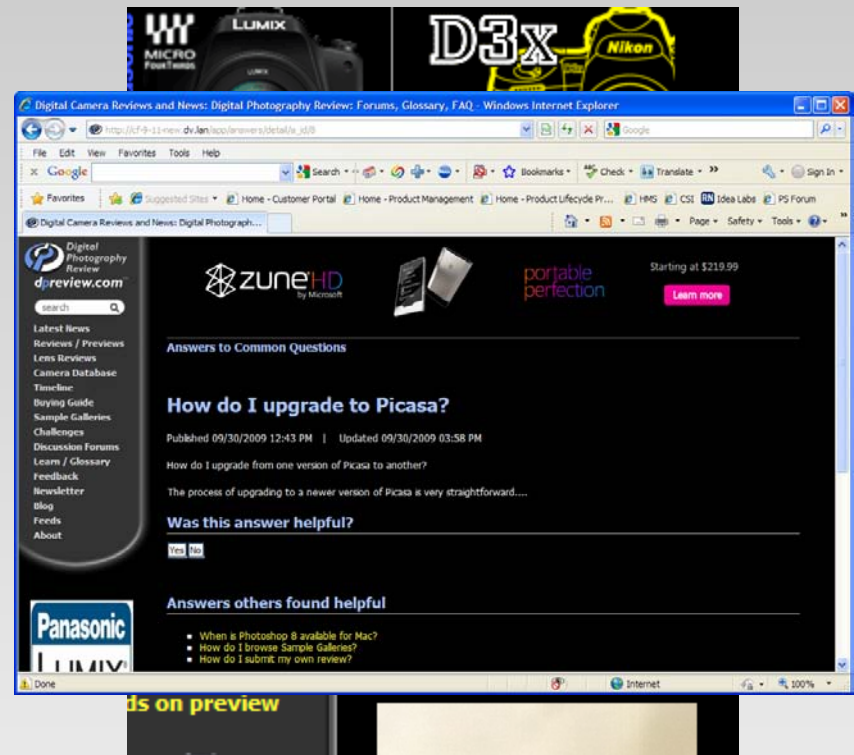
# Examples of Great Customer Experiences

## ► Engage Proactively

- Consumer looks for product information on your corporate site
- When browsing the product pages, the consumer finds out that additional helpful information is available to them

## ► Provide Seamless Experiences

- The transition between the corporate page and your support pages is transparent to the consumer - it is a progression in a single consistent customer experience



# What is Customer Portal (CP)?

## ▶ Customer Portal is:

- A designer for building highly branded and personalized customer web experiences
- A reference template that you can use as a starting point or, if you wish, as a fully functioning web self-service experience
- A means for exposing syndicated content on any web page supporting the customer journey

# Customer Portal Benefits/Capabilities

Return to Freerealms.com

## FreeRealms™

Free Realms Support My Support History

Refine by Category  
Pets

[Support Home](#) > [Answers](#)

You are viewing 1-7 of 7 Results

1	<b>How to Get Help</b> You can contact a Referee from both inside the game, and from outside of...
2	<b>What Can My Pet Do?</b> My Pets Pets in Free Realms offer many options for you to have fun...
3	<b>Where do I find game hints?</b> The best way to find out hints and tips is to ask other players! Talk to...
4	<b>How do I buy in-game gear and rewards?</b> You can buy premium rewards for your character in-game by clicking on the...
5	<b>My character is missing stuff</b> If your character is missing rewards, equipment, quests, coins, levels or...
6	<b>How do I use my combat abilities?</b> To use these abilities, you will need to either click on the ability you...
7	<b>Maintenance Time! Wednesday September 9th 2009</b> Hi there Free Realms Fans! On Wednesday September 9th 2009 we will be...

Applications

Out of the Box  
Pages and  
Templates

Framework  
Widgets

RIGHT  
NOW.

SUMMIT 09

# Customer Portal throughout the Customer Journey



RIGHT  
NOW

SUMMIT 09

**RIGHT**  
**NOW**<sup>®</sup>



A dark blue silhouette of a mountain peak with a sharp central peak and sloping sides.  
**S U M M I T 0 9**

**CUSTOMER PORTAL SHOWCASE**



**RIGHT**  
**NOW**<sup>®</sup>



A blue silhouette of a mountain range with three peaks of varying heights.  
**S U M M I T 0 9**

**BUILDING OUT GREAT CUSTOMER  
EXPERIENCES AT SONY ONLINE  
ENTERTAINMENT**

Brad Wilcox, Sony Online Entertainment

Richard Diamond, Sony Online Entertainment

Christopher Cabral, Sony Online Entertainment



**RIGHT**  
**NOW**<sup>®</sup>



A dark blue silhouette of a mountain peak with a sharp central peak and sloping sides.  
**S U M M I T 0 9**

**INTRODUCING THE NOVEMBER '09  
ADDITIONS TO CUSTOMER PORTAL**



# Customer Portal in the Future

- ▶ Today we are going to talk to the immediate future, namely November '09 - itself just around the corner!
- ▶ The focus of the November '09 release was simplification. Our individual goals were to:
  - Simplify the look and feel of the reference template
  - Reduce the complexity of the pages (CSS, image use)
  - Make load times significantly faster
  - Make it easier to build out very specific brand experiences
  - Make the new reference template accessible to all consumers

# Enabling Very Dynamic Brand Experiences

- ▶ In addition to simplifying the template - brand new capabilities has also been added in to enable and accelerate your ability to build very dynamic brand experiences
- ▶ We are delivering a capability that we call 'Themes'
  - Themes are capabilities that package together styling and assets and allow you to load and swap them on page load
  - You can have several themes loaded at any one time, and can change them depending on information being provided in the URL or aspects of the customer record or profile
  - You can change images, assets, and hide and show widgets and widget groups with very little effort

**RIGHT**  
**NOW**<sup>®</sup>



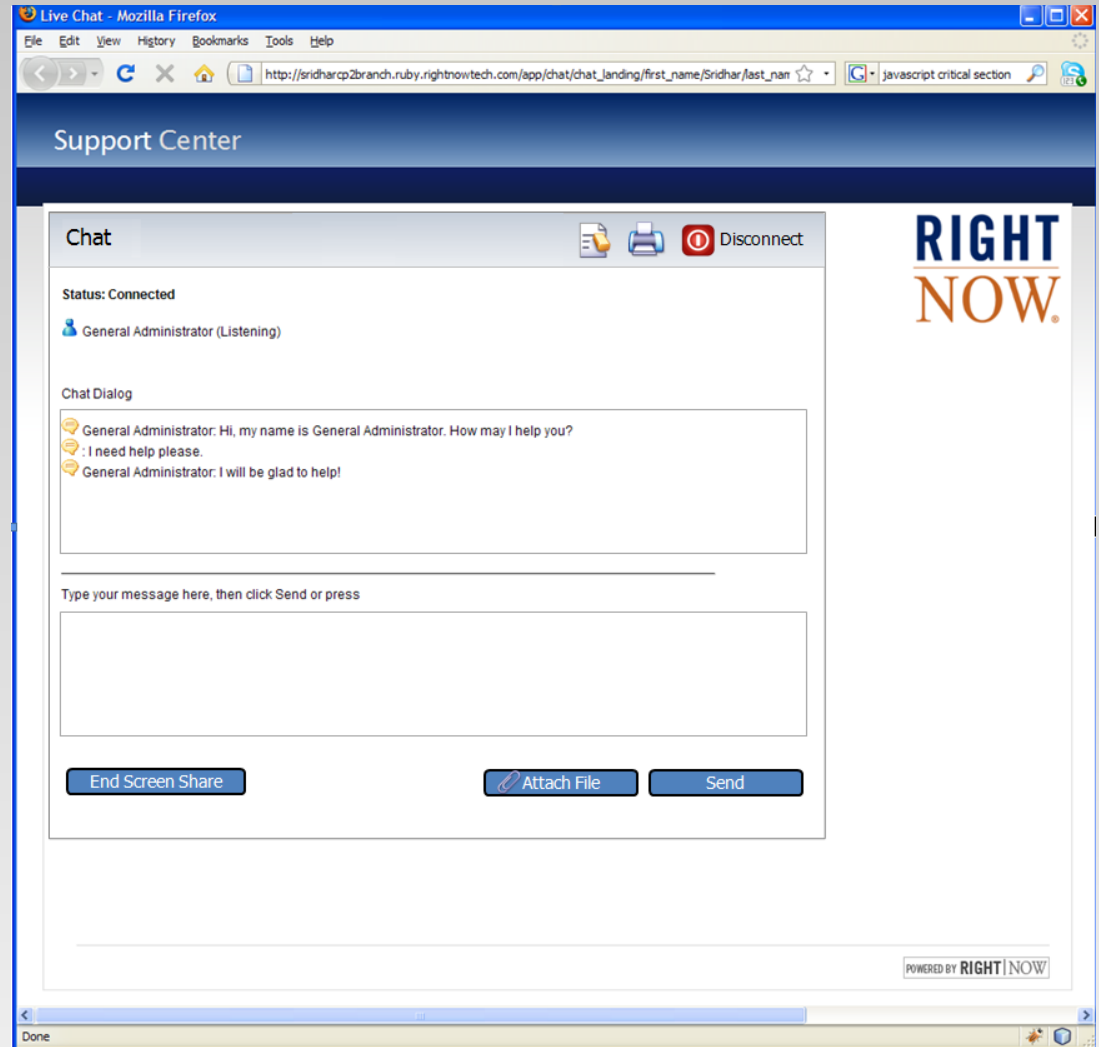
A dark blue silhouette of a mountain peak or a stylized roofline.  
**S U M M I T 0 9**

**NOVEMBER '09 DEMO**



# Brandable and Customizable Chat

- ▶ The Web Chat experience is now delivered through Customer Portal
- ▶ Like everything else in Customer Portal, you have the ability to re-brand and customize the functionality offered from your chat pages



# Accessibility

- ▶ Providing a great customer experience for all consumers is a key goal of RightNow and providing comparable access should be a goal of your own initiatives
- ▶ Why?
- ▶ In 2002, 18% of Americans stated that they had some form of disability - 32.5 million citizens have a severe disability
- ▶ Canadian Government estimates from 2001 state that 1 in 8 of the Canadian population have a disability
- ▶ Laws on the provision of accessible systems that originally applied to federal agencies and their employees are increasingly being referenced in class action lawsuits
- ▶ Populations in North America are aging - the percentage of the US population over 65 is expected to continue to rise over the first quarter of the current century

# Accessibility

- ▶ The new reference template uses widgets that have been designed to account for accessibility needs
  - To support high contrast ratios on pages to account for those of us with visual impairments
  - To support accessibility aids (screen readers, magnifiers etc)
- ▶ In the November '09 release, the Customer Portal Reference Template has been:
  - Developed and tested to meet the technical requirements of section 508 of the US Disabilities Act (1999)
  - Developed and tested to comply with the AA tier requirements of the W3C's Web Content Accessibility Guidelines (2.0)
  - Developed to support the WAI-ARIA standard on the browsers that support it (IE8, FireFox 3+)
  - Usability tested by People with Disabilities in line with guidance in BSI PAS 78 - to comply with requirements of the UK Disabilities Discrimination Act (1995)

# Conclusions

- ▶ The goal of the presentation was to outline:
  - The key components of a great web experience
  - The potential uses of Customer Portal as the delivery mechanism for great web experiences
  - How customers like SOE are already realizing that potential
  - the new capabilities being added that will lead to even better web experiences for all consumers in the near future
- ▶ We look forward to seeing what you do with Customer Portal!

**RIGHT**  
**NOW**<sup>®</sup>



  
**S U M M I T 0 9**

**QUESTIONS?**



**RIGHT**  

---

**NOW**®



  
**S U M M I T 0 9**

