

**RIGHT**  
**NOW**<sup>®</sup>



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

# **RIGHTNOW ENTERPRISE ANALYTICS**

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**Director, Product Management**



# Agenda

- ▶ Business Intelligence Challenges
- ▶ Enterprise Analytics Solution
- ▶ Example Uses
- ▶ Product Demo
- ▶ Value Drivers
- ▶ Q&A

# You Can't Improve What you Can't Measure

## 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**

# Common BI Challenges

Disparate systems and data sources

## RESULT:

- ✓ Inability to get complete business view

Inability to report on data over long time periods

## RESULT:

- ✓ Inability to determine/predict trends

BI systems are costly and time consuming to deploy and maintain

## RESULT:

- ✓ Slow to see business benefit
- ✓ Questionable ROI

BI systems are complex and difficult to use

## RESULT:

- ✓ Need specially trained/skilled staff
- ✓ Low user adoption

Insufficient organizational resources to provide the reporting needed

## RESULT:

- ✓ Insufficient information to make informed business decisions

# As a result ...

- ▶ Many who can benefit from insight go without it
- ▶ Clients frustrated
- ▶ Poor decisions made
- ▶ Business performance suffers
- ▶ Customer experience suffers



# RightNow Business Intelligence Solutions

## RIGHTNOW ANALYTICS Operational Analytics

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### Key Benefits

- Insight into the real-time state of the business
- Meets core analytical needs

### Focus & Characteristics

- Real-time operational analytics and reporting
- Straightforward metrics and KPI's
- Designed to report on RightNow data
- Uses transactional platform



## RIGHTNOW ENTERPRISE ANALYTICS Advanced Analytics

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### Key Benefits

- Advanced trending
- Extends insights beyond RightNow's solution
- Optimized for larger data volumes

### Focus & Characteristics

- Leverages data mart
- Longer-term trending
- Advanced analyses
- Analyze external data with RightNow data
- Exploratory analyses for analysts

# What is a data mart?

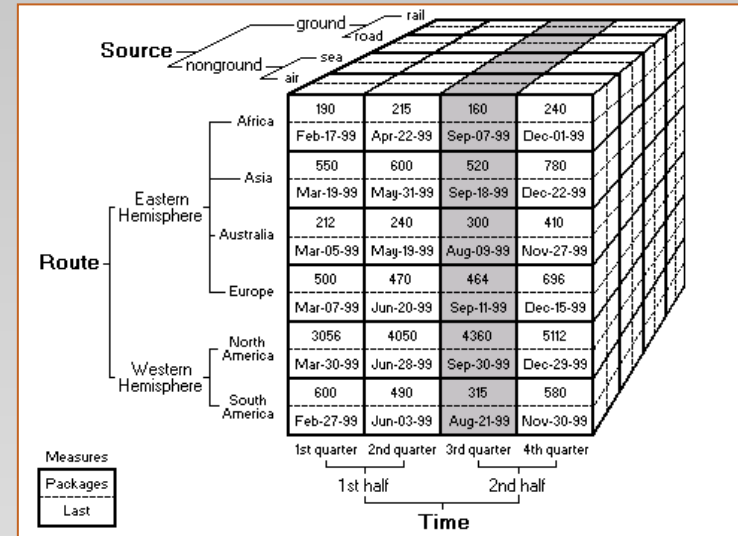
## Data Mart

- ▶ A data repository designed for fast analyses on large data aggregations
  - ▶ In contrast to *CRM DB* optimized for fast processing of *single transactions*
- ▶ Often uses a star schema
- ▶ Leverages a *cube* to “slice and dice” data any way the user needs
- ▶ Focused on slicing and dicing of *metrics* (e.g. show “x” by “x”)

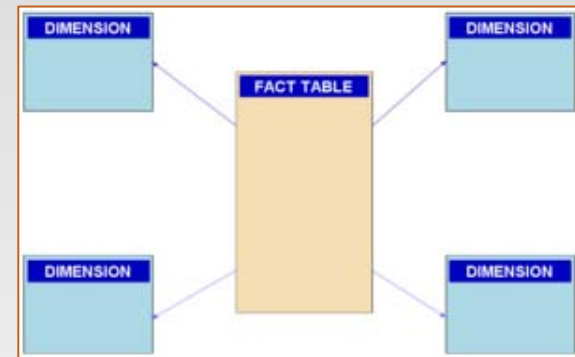
## Transactional Analytics

- ▶ Points to operational CRM database
- ▶ Real-time
- ▶ Counts things
- ▶ List reporting

## Cube



## Star Schema



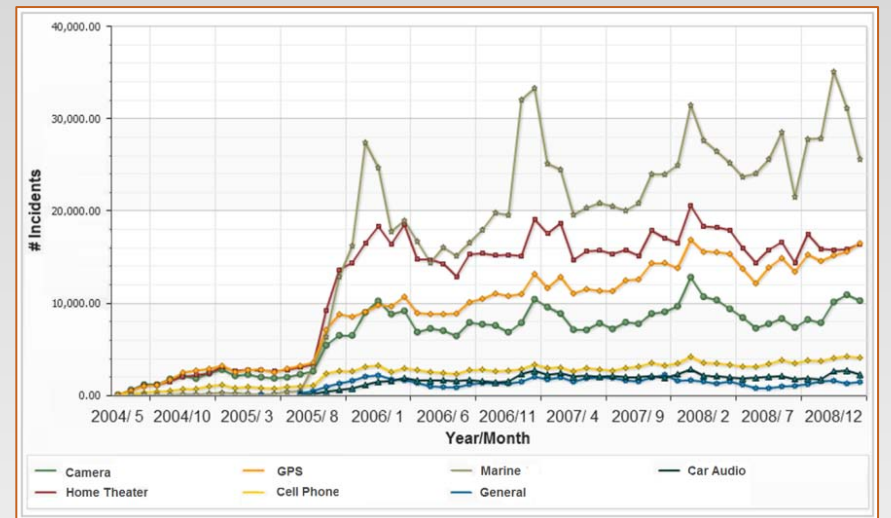
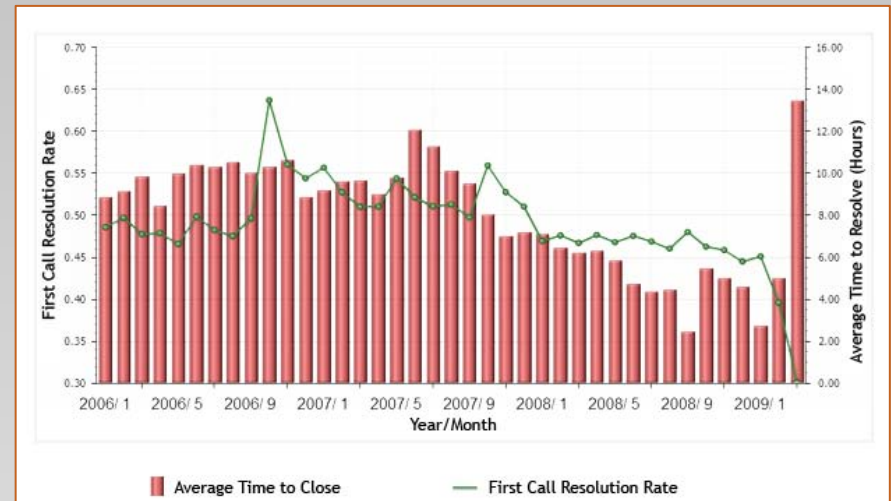
# RightNow Enterprise Analytics

## Description:

Delivers on demand data mart and advanced analytics solution complementing RightNow's real-time operational analytics solution

## Key Capabilities:

- ▶ High performance reporting and analyses on large data volumes
  - ▶ Longer-term, advanced trending
- ▶ Combines data from external sources with RightNow data
- ▶ Analyses requiring more complex, intensive calculations, such as ...
  - ▶ 30, 60, 90 day rolling averages
  - ▶ Time-slice analyses
  - ▶ Process bottlenecks & efficiency
  - ▶ Use of periodic business snapshots



# RightNow Enterprise Analytics

## Why It Matters:

### Application

- ▶ Broader, deeper, faster insights
- ▶ Complete view across enterprise data sources
- ▶ High-performance analyses for complex enterprise-level needs
- ▶ More knowledge delivered from RightNow application
- ▶ Manage contact center with fewer applications

- ✓ Better, smarter, faster decisions
- ✓ Higher RightNow value
- ✓ Improved user efficiency



# RightNow Enterprise Analytics

## Why It Matters:

### Platform

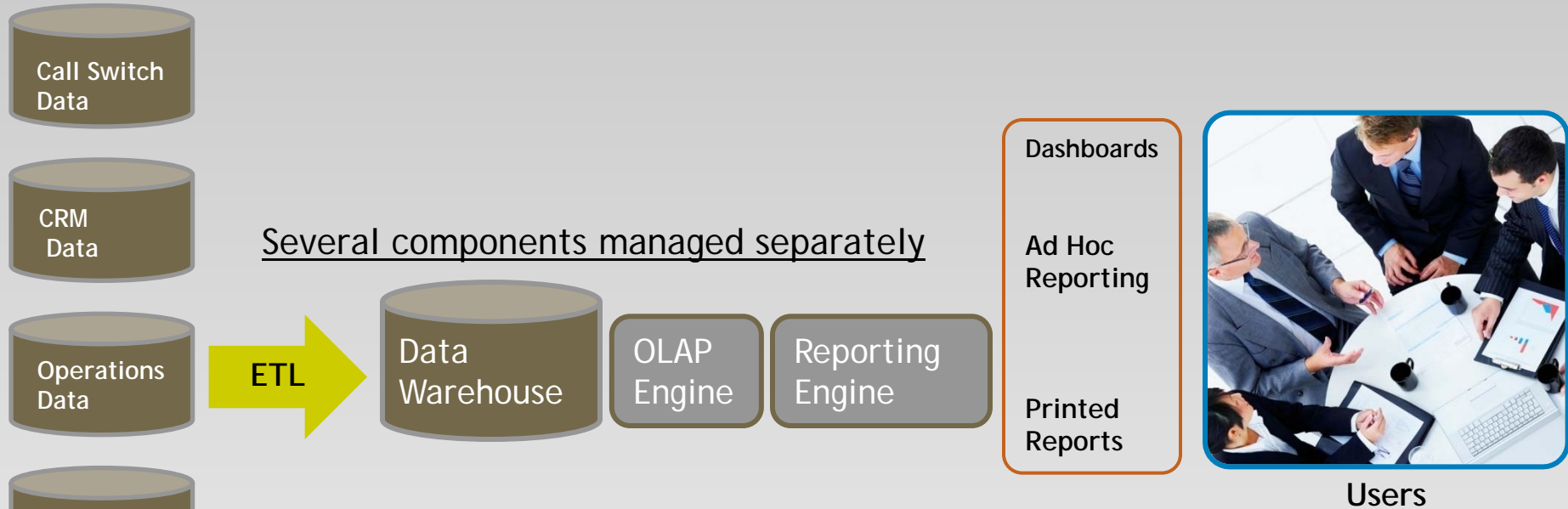
- ▶ Built natively for on demand
- ▶ Single, consolidated, automated platform with managed services
- ▶ Purpose-built for RightNow solution
- ▶ Pre-mapped data mart
- ▶ Extensive library of pre-built metrics for easy, ad-hoc reporting

- ✓ Simplifies deployment
- ✓ Eases administration
- ✓ Dramatic cost reductions
- ✓ Expedites solution implementation



# On Premise = Complexity and Cost

## TRADITIONAL BI



- ▶ Fragmented
- ▶ Expensive
  - High administration cost
  - High development & integration cost
- ▶ Slow time-to-value

# Fast to Deploy, Easy to Administer

## RIGHTNOW ENTERPRISE ANALYTICS



One Integrated, Fully-Automated Platform



- Dashboards
- Ad Hoc Reporting
- Printed Reports



Users

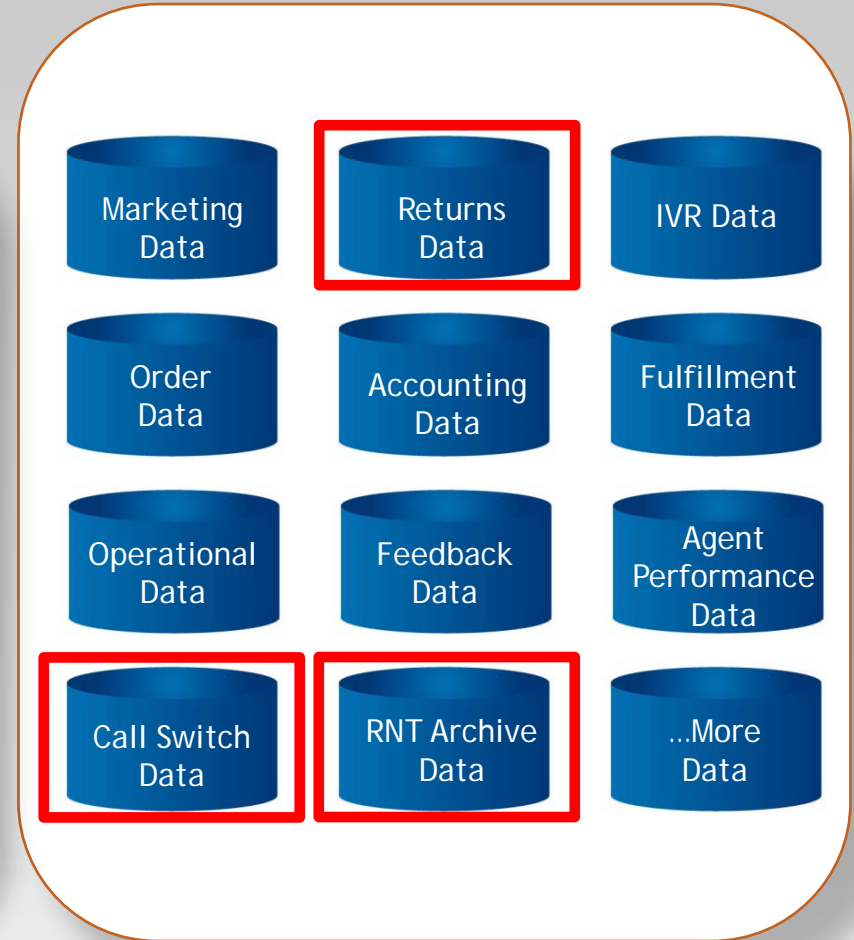
- ▶ Entire solution integrated and automated
- ▶ Simpler to implement and administer
- ▶ Dramatically lower cost
- ▶ Rapid time-to-value

# Complete View Across Data Sources

## CUSTOMER INTERACTION DATA



## ENTERPRISE DATA



# Service Analytics Focus (today)

## Service analytics delivered in May '09

- ▶ Incidents
- ▶ Incident Threads
- ▶ Incident Transactions
- ▶ Incident Performance
- ▶ Answers
- ▶ Answer Stats
- ▶ Keyword Search
- ▶ More

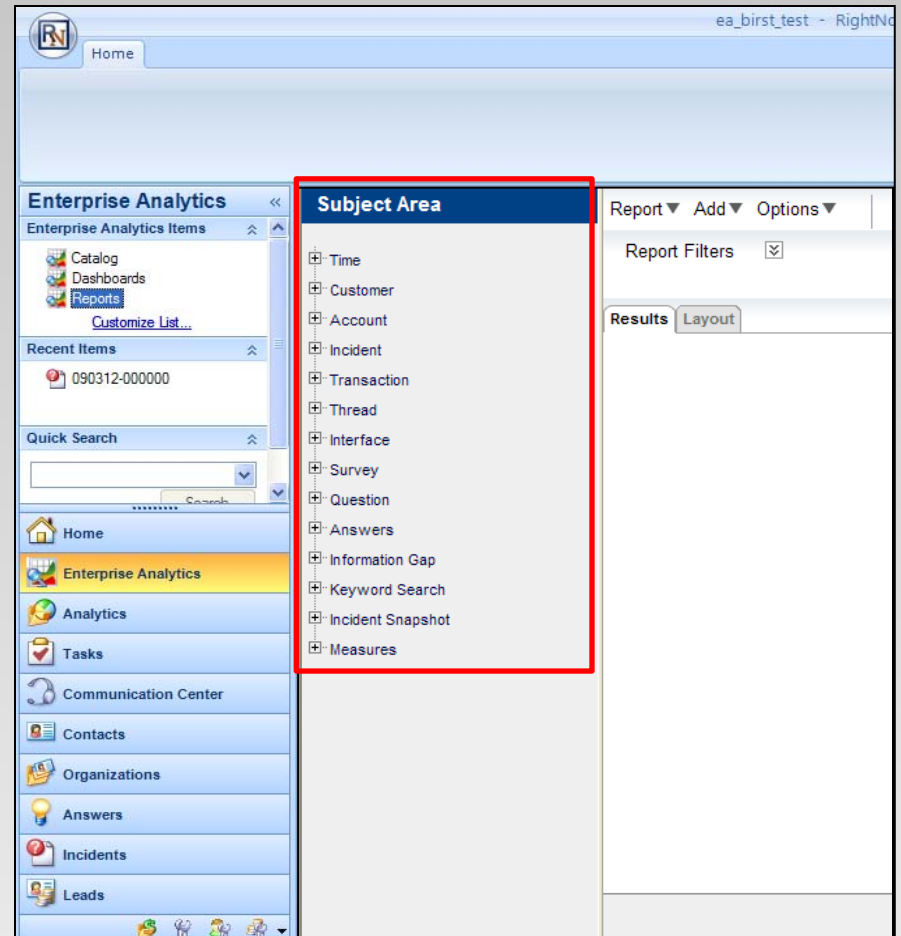
## Some Feedback analytics also available

- ▶ Surveys
- ▶ Questions

## Other supported analytics in May '09

- ▶ Accounts
- ▶ Contacts
- ▶ Organizations
- ▶ Interfaces

## More analytics provided in future releases



# Over 300 Pre-Built Metrics

## Business Hierarchies

- Time
- Account
- Answer
- Customer
- Incident
- Incident Performance Snapshot
- Interface
- Keyword Search
- Question
- Survey
- Thread
- Answer Stats
- Incident Transactions

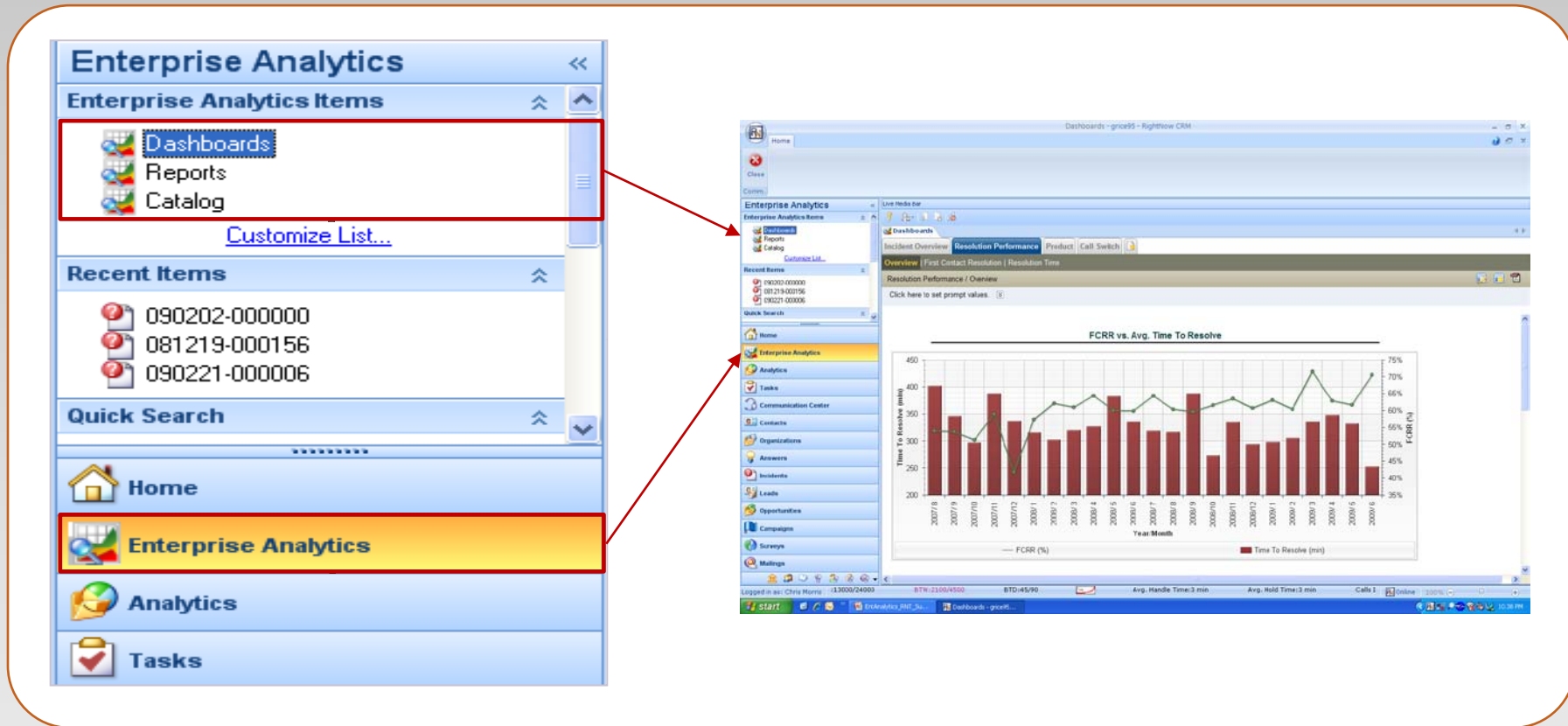


## Measures

- Answer Stats
- Contacts
- Incident
- Incident Performance
- Incident Transactions
- Keyword Search
- Surveys
- Statistics Summary
- Session Summary Statistics
- Time Series Measures

# Business User Friendly

## RIGHTNOW ENTERPRISE ANALYTICS UI



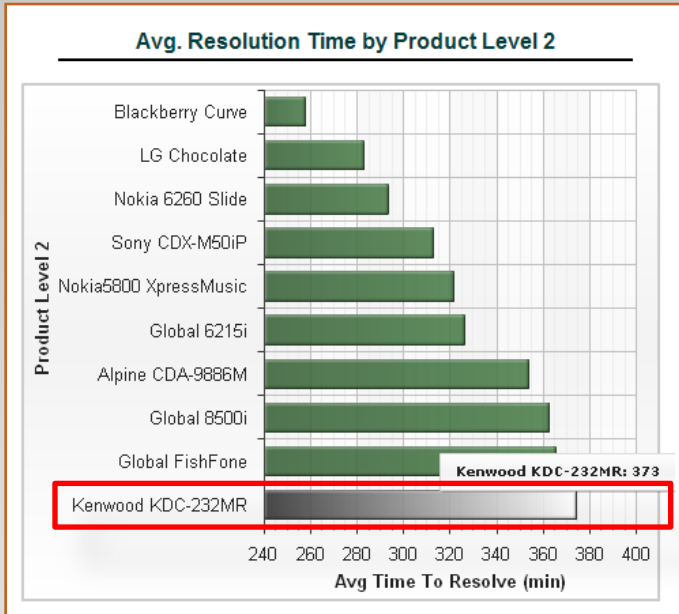
**Dashboards:** Display and interact with dashboards. For most users.

**Reports:** Perform exploratory analyses with ad-hoc capabilities. Build reports. For power users.

**Catalog:** Access catalog administration tool. For administrators.

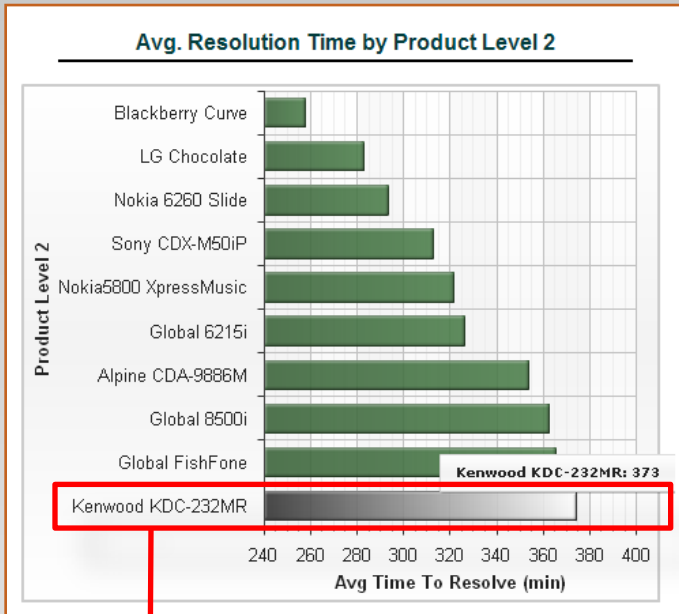
# “Drill-Out” Directly to RNT Record

## Analytics Chart



# “Drill-Out” Directly to RNT Record

## Analytics Chart

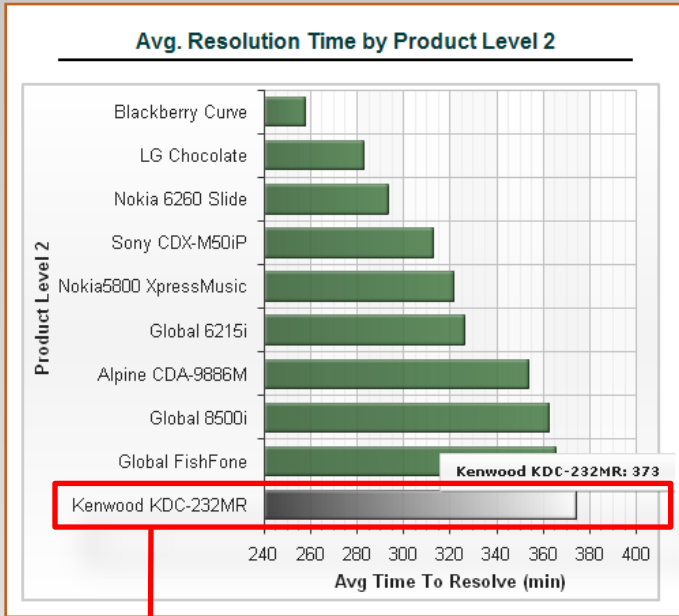


## Incident List

Reference Number	Date	Product Level 1	Product Level 2	Agent Code	Resolution Time (min)
<a href="#">090202-000000</a>	9/8/07 12:00 AM	Satellite Radio	Kenwood KDC-232MR	8	888
<a href="#">081219-000131</a>	9/14/07 12:00 AM	Satellite Radio	Kenwood KDC-232MR	2	74
<a href="#">081219-000116</a>	9/23/07 12:00 AM	Satellite Radio	Kenwood KDC-232MR	4	148
<a href="#">081219-000008</a>	10/14/07 12:00 AM	Satellite Radio	Kenwood KDC-232MR	8	888
<a href="#">081219-000102</a>	10/18/07 12:00 AM	Satellite Radio	Kenwood KDC-232MR	2	148
<a href="#">081219-000120</a>	11/4/07 12:00 AM	Satellite Radio	Kenwood KDC-232MR	7	777
<a href="#">090220-000011</a>	11/16/07 12:00 AM	Satellite Radio	Kenwood KDC-232MR	9	333
<a href="#">081219-000157</a>	12/1/07 12:00 AM	Satellite Radio	Kenwood KDC-232MR	4	148
<a href="#">081219-000194</a>	1/31/08 12:00 AM	Satellite Radio	Kenwood KDC-232MR	8	888

# “Drill-Out” Directly to RNT Record

Analytics Chart



RNT Incident Record

Reference # 090202-000000

Subject: Kenwood KDC-232MR satellite radio not working

Message Thread: Details, Contacts, Session, Organization, CallBrows, Survey by Proxy, Guided Assistance, Agent Scripting, RMA

Private Note: Tier 2 support indicates unit of that serial number had defective audio speakers. Sent new unit to customer.

Customer Entry: By Phone - Customer called back asking why support has not solved problem.

Customer Entry: By Phone - Customer reports Kenwood KDC-232MR radio will not play music. All configurations appear correct. Escalated to Tier 2 support.

Incident List

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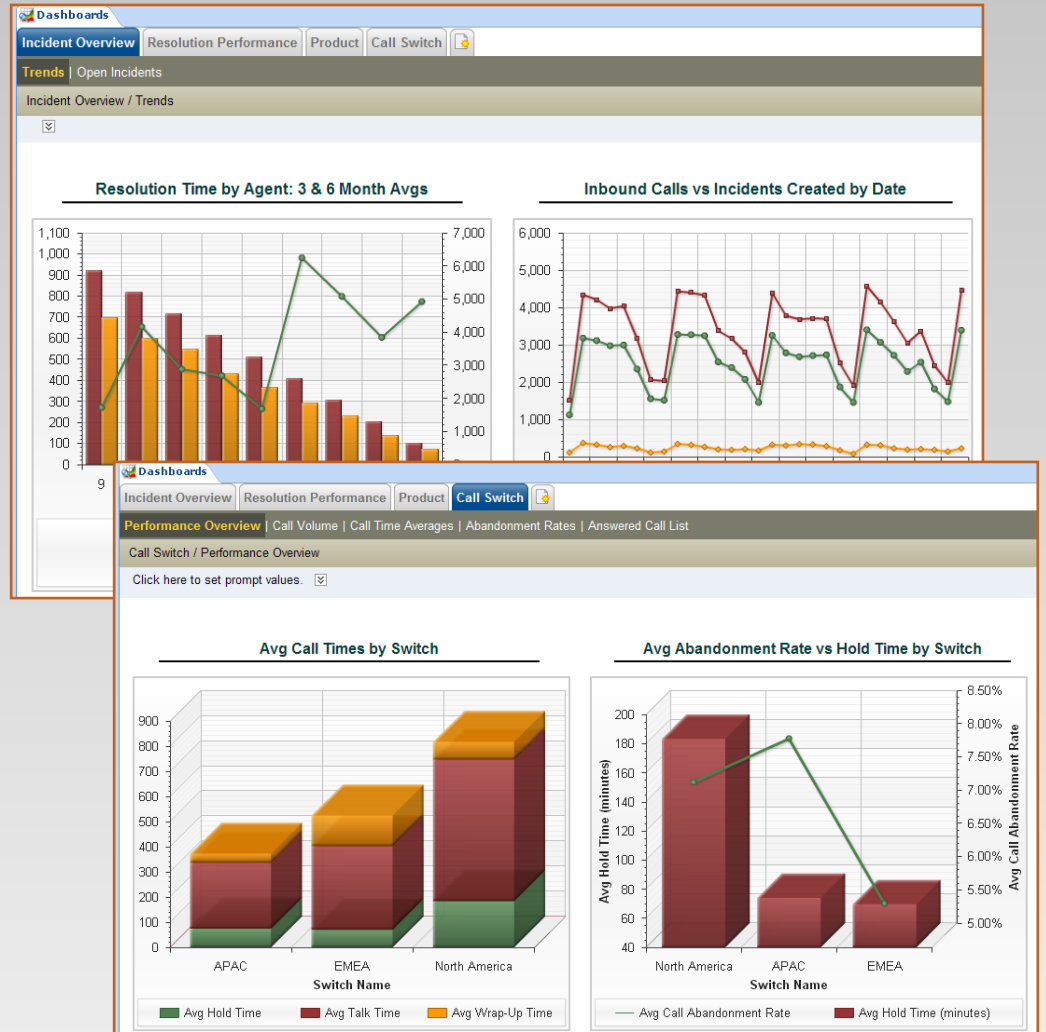
**EXAMPLE USES**



# Example: Call Handling Analytics

## Call Switch / IVR Insights

- ▶ Measure calls escalated to incidents, and why
- ▶ Measure call handling efficiency and effectiveness
- ▶ Improve FCR for each call switch
- ▶ ID sources of customer frustration and call abandonment
- ▶ Identify call patterns for future staffing and planning
- ▶ Measure agent effectiveness; identify improvement or training opportunities



# Example: Incident Resolution Analytics

## Resolution Performance

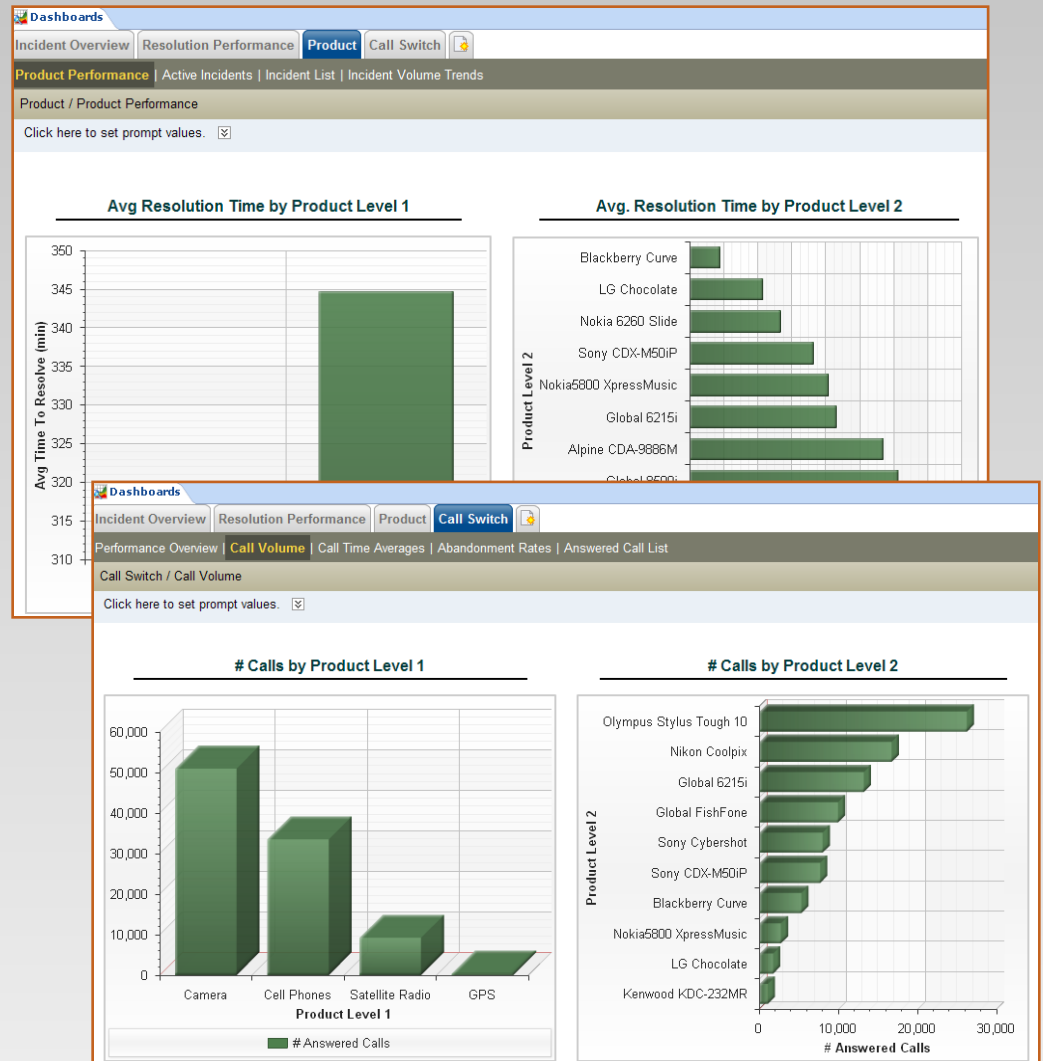
- ▶ Extend visibility into trends across a multi-year product lifecycle
- ▶ Identify bottlenecks and improvement opportunities in incident resolution process
- ▶ User rolling averages to identify improvements & improvement opportunities
  - Incident intervals, FCR, etc.
- ▶ Gauge how effectively each owner of incident (e.g. agent or department) helps in resolution
- ▶ Understand if SLA's are met, root causes and long-term SLA trends



# Example: Product & RMA Analytics

## Product & RMA Insights

- ▶ Identify which products are most problematic, and why
- ▶ Measure RMA process efficiency and effectiveness
- ▶ Gauge how effectively each owner of an RMA step performs his/her role
- ▶ Identify bottlenecks and improvement opportunities in RMA processes
- ▶ Understand if RMA SLA's are met, and if not, why
- ▶ Understand root causes behind RMA-related customer satisfaction



# Overall Better Performance & Decision Making

## Improve Team Performance

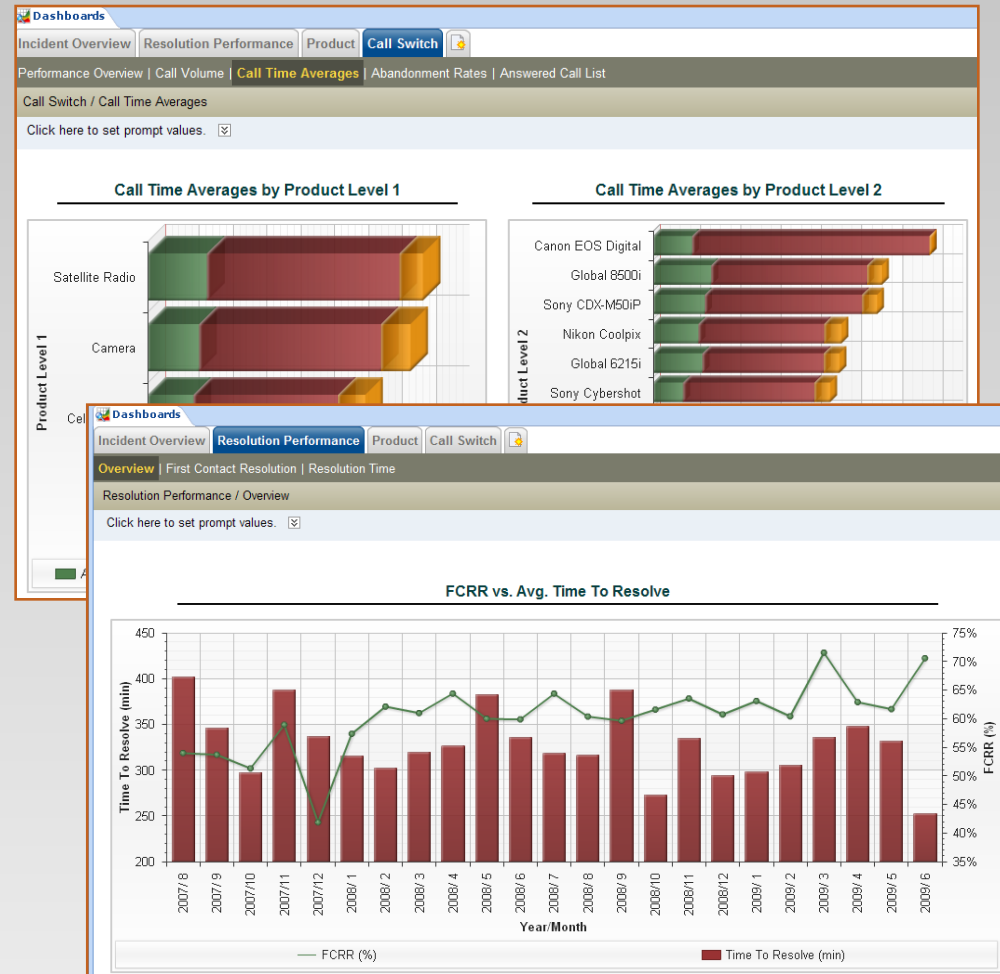
- ▶ Identify training opportunities
- ▶ Reward top performances
- ▶ Reduce employee turnover

## Generate More Revenue

- ▶ Increase cross-sell close rate
- ▶ Provide better tailored offers
- ▶ Train CSR's to present and close more effectively

## Improved Decision Making

- ▶ Expanded access to information
- ▶ Deeper, broader insights
- ▶ Longer-term historical reporting
- ▶ 360-degree view of clients, incidents, products, processes, etc.
- ▶ Greater clarity, granularity and breadth of insights



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**PRODUCT DEMO**



# Can I Benefit From Enterprise Analytics?

- ▶ Is my organization able to identify critical issues & trends in a timely manner?
- ▶ Does everyone in my organization have access to the information they need to be most effective?
- ▶ Do people in my organization need to report on data from several sources in conjunction with RightNow?
- ▶ Do my business users need to be alerted to specific events or given automatic progress reports?
- ▶ How accurate is my organization's forecast of resources required and upcoming staffing needs?
- ▶ How much time and resources do I devote to developing and delivering reports?

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**VALUE DRIVERS**



# Enterprise Analytics: Value Drivers

ROI Driver	Enterprise Analytics Capabilities
Improve service effectiveness	<ul style="list-style-type: none"><li>▪ Improve service request effectiveness by providing insight into product and organizational patterns</li><li>▪ More effectively allocate resources by identifying areas / products that CSRs excel or struggle with</li><li>▪ Empower individual CSR's to optimize their own actions via insights based on complete information</li></ul>
Increase management effectiveness	<ul style="list-style-type: none"><li>▪ Use best practice analytics to identify issues and develop action plans to address them</li><li>▪ Improve coaching effectiveness with fact-based insight into CSRs strengths / weaknesses</li></ul>
Ensure excellent execution throughout the Service organization	<ul style="list-style-type: none"><li>▪ Enable monitoring of performance and effectiveness metrics so process bottlenecks can be identified and dealt with quickly</li><li>▪ Identify best practices by finding excellence in your organization and benefit by deploying them throughout the enterprise</li></ul>

# Enterprise Analytics: Value Drivers

ROI Driver	Enterprise Analytics Capabilities
Improve visibility	<ul style="list-style-type: none"> <li>▪ Provide cross-enterprise visibility to your service group from orders to shipments, and through to service requests</li> <li>▪ Respond immediately to issues and opportunities based on timely information and proactive alerts</li> </ul>
Improve customer satisfaction	<ul style="list-style-type: none"> <li>▪ Understand your customer base better by providing insight into customer purchase histories and behaviors</li> <li>▪ Anticipate customer needs with purchase pattern analysis</li> <li>▪ Improve effectiveness of interactions with customers by providing comprehensive view of customer relationship in summary analytic form</li> </ul>
Improve responsiveness	<ul style="list-style-type: none"> <li>▪ Identify and respond quickly to issues using best practice analytics</li> <li>▪ Use alerts to be informed of key events and issues and to take appropriate action to address them</li> </ul>
Lower TCO	<ul style="list-style-type: none"> <li>▪ Reduce implementation costs by using complete OOTB application</li> <li>▪ Accelerate time-to-value with complete OOTB application</li> <li>▪ Reduce costs by using Enterprise Analytics' ability to leverage other data sources on demand rather than building from scratch</li> </ul>

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**Q & A**

