

# Chat: Fully Leveraging the Service Channel

Ralph Yarnal,  
CSS Product Manager  
RightNow Technologies



# Agenda

- Industry Trends
- Best Practices
- RightNow Live
- Roadmap



# Just what is Texting, IM, Chat

- Texting – Phone messages – lots of acronyms – LOL, BWL, CUL, F2F, IKWUM, KIT, L8R, NOYB, RTSM, TTUL
  - Example: dis isa tst yr ability 2 gab n tx lol
    - o This is a test of your ability to talk in text message lots of luck
    - o <http://www.lingo2word.com/translate.php>
- Instant messaging (IM) – MSN Messenger – Yahoo messenger
  - Simply type a message via your desktop
  - Presence management
- Chat – very similar to IM
  - Enterprise ready – save chat transcript to objects
  - Save chat to an incident
  - Proactive rules



# Gen "X" Usage

Channel	Usage Percentage
Phone	59%
Instant messaging	26%
Chat via text messaging	7%
Email	5%
In person	2%
Other	1%



1. Email is official
2. IM is conversational
3. Text is expeditious

# Contact Center Usage

Channel	Usage Percentage
Phone	59%
Email	17.1%
Web	13%
Chat	10.9%

*Forrester 2006*



# Contact Center Costs

<b>Channel</b>	<b>Cost</b>	<b>Sat level</b>
Phone	\$5.50	High
Email	\$1.25	Medium
Web Self-Service	\$0.10	High
Chat	\$2.10	High
Snail Mail	\$9.75	Low



*Dr Anton, Purdue University 2005  
B2C industry average*



# Chat Factoids

10% of people needing product support use chat

2/3 of them have a positive experience

95% plan to use it again

> 50% quicker problem resolution

*Survey by Decipher, Inc., 2006*

5.88% of the contact centers offer chat

Average agent manages 3 simultaneous sessions

Average handle time is 23 minutes

Average first call resolution is 86%

Average customer tolerates getting response in 1 to 3 minutes

*Dr. Anton, 2005*



# Best Practices

- Offer chat at the right time
- Promote the use of self-service
- Connect chat to corporate knowledge base
- Use surveys to measure customer satisfaction
- Use “standard responses” to increase agent productivity
- Enable multiple sessions per agent
- Correct agent talent



# End-User Experience

The screenshot shows a Microsoft Internet Explorer browser window titled "Live Assistance - Microsoft Internet Explorer". The address bar contains the URL: `http://kbarbe703.rightnowdemo.com/cgi-bin/kbarbe703.cfg/php/enduser/live.php?p_sid=Jp5KZAzh&p_lva=&p_sp=&p_li=`. The page has a navigation menu with "Support Home", "Answers", "Ask a Question", "Live Help", "My Stuff", and "Help". The user is logged in as "Jason Vasilas" for "Acme Tool & Die, Inc.". There are two main sections:

**Chat with a Support Agent**

- \* First Name:
- \* Last Name:
- \* Email Address:
- \* Denotes a required field.
- 

**Please Note:**

- Chat support is available:
  - Monday - Friday: 12:00 AM - 11:00 PM PST
  - Saturday - Sunday: Closed
- It is currently 04:30 PM PST on Friday

**Have an Agent Call You Later**

- \* First Name:
- \* Last Name:
- \* Phone Number:
- \* Email Address:
- \* Denotes a required field.
- 

**Please Note:**

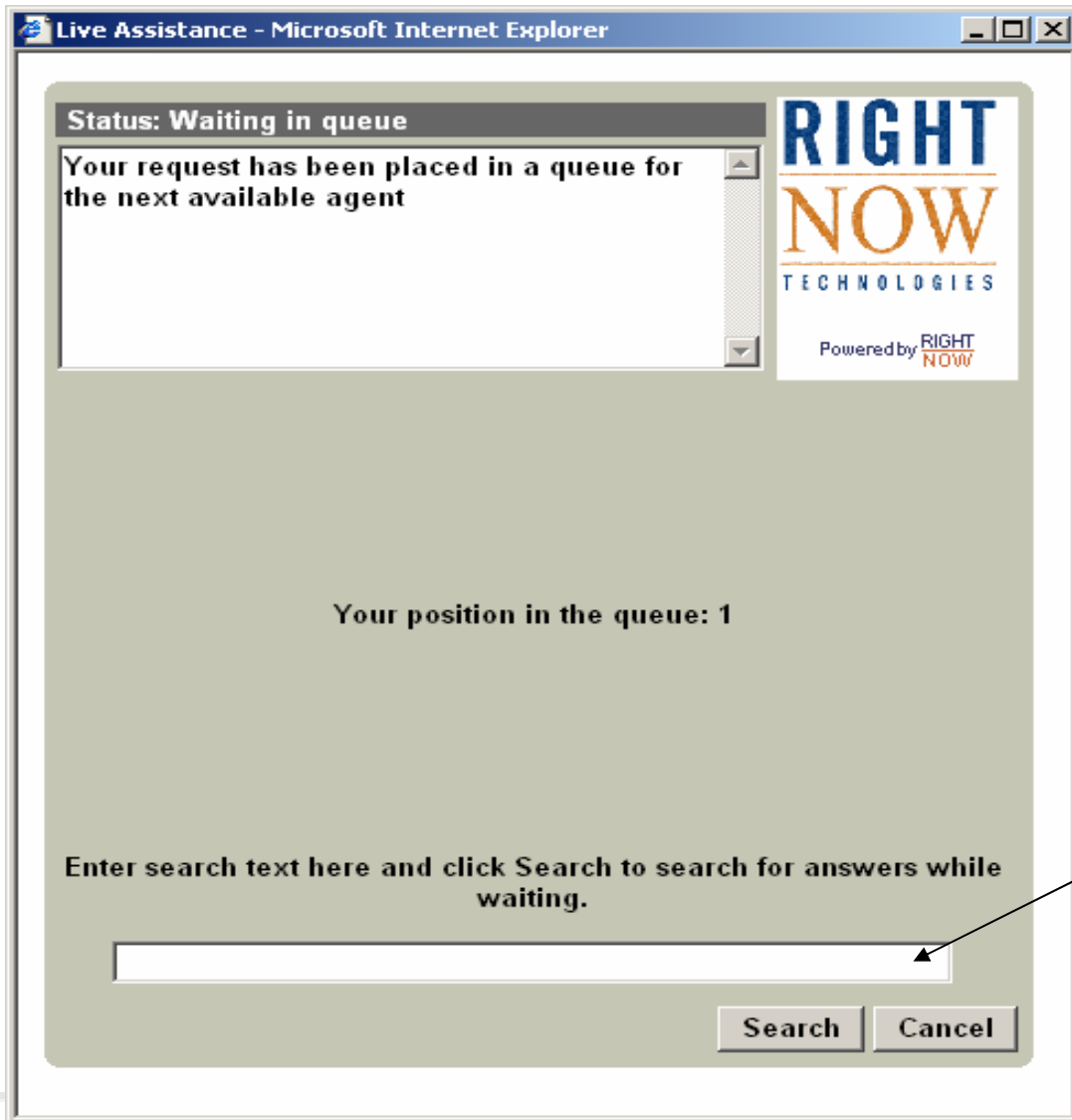
- Phone callback support is available:
  - Monday - Friday: 12:00 AM - 11:00 PM PST
  - Saturday - Sunday: Closed

The browser status bar shows "Discussions not available on http://kbarbe703.rightnowdemo.com/" and "Done".

- Offer chat proactively
- Give the customer channel choices to increase satisfaction



# End-User Experience



- Improved experience
  - Queue position
- Cost reduction via call avoidance

Search the KB by product or category



# End-User Experience

Live Assistance - Microsoft Internet Explorer

Status: Connected  
Chris R. Morris (listening)

**RIGHT NOW TECHNOLOGIES**  
Powered by RIGHT NOW

**Chat Dialog**

You: Hi Chris, can you please provide me with information on one-bill?

Chris R. Morris: I'm going to push you information regarding one-bill. One moment please.

\*\*\*\*\* Suggested Solution Received:

[http://kbarbe703.rightnowdemo.com/cgi-bin/kbarbe703.cfg/php/enduser/popup\\_adp.php?p\\_sid=Jp5KZAzh&p\\_lva=&p\\_li=&p\\_faqid=59](http://kbarbe703.rightnowdemo.com/cgi-bin/kbarbe703.cfg/php/enduser/popup_adp.php?p_sid=Jp5KZAzh&p_lva=&p_li=&p_faqid=59)

Type your message here

Send Hang Up

**Answer ID**  
59

**Date Created**  
08/20/2004 01:47 PM

**Last Updated**  
08/20/2004 01:47 PM

**Access Level**  
Everyone

Print Answer  
Email Answer

**What is ONE-BILL?**

**Question**  
What is ONE-BILL?

**Answer**  
ONE-BILL is a billing option for paying your WorldConnex Wireless and your WorldConnex local calling services from one statement.

Your ONE-BILL® monthly statement includes complete calling details about your wireless and local calling services. A summary page shows the total charges for local calls, wireless calls and any other charges that currently appear on your local bill. Other pages provide details for each WorldConnex and WorldConnex Wireless call.

There is no charge to enroll in ONE-BILL, but there are requirements that must be met. Enroll in ONE-BILL [online](#) or call your [local business office](#).

ONE-BILL is currently available in Arizona, California, Connecticut, Delaware, District of Columbia, Florida, Hawaii, Idaho, Illinois, Indiana, Maine, Maryland, Massachusetts, Michigan, Nevada, New Hampshire, New Jersey, New York, North Carolina, Ohio, Oregon, Pennsylvania, Rhode Island, South Carolina, Texas, Vermont, Virginia, Washington, West Virginia, and Wisconsin.

**How well did this answer your question?**

100%  75%  50%  25%  0%

Submit Rating

**Related Answers**

- What is the cost of a Cable Modem for Internet Access?
- How do I order WorldConex long distance service?

Close this frame

- Agent pushes a web page
  - In context with chat message
- Consistent answers
- Superior experience



# Agent Experience

Transfer

Conference

Collaboration

**Live Console (kbarbe703)** Powered by RIGHT NOW

Agent	Active Sessions	Idle Sessions	Average Handle	Average Response	Chats Per Hour	Last Update
Chris R. Morris	1	0	0:03	0:00	2	8:36:40 AM

User Information

First Name: Jason (listening)  
 Last Name: Vasilas  
 Email Address: jvasilas@atd.com.xxx  
 Operating System: Windows XP  
 Browser: Internet Explorer 6.0

Duration: 0:12 Chris R. Morris Jason

Chris R. Morris: Hi, my name is Chris R. Morris. How may I help you?

Type your message here, then click Send or press <Enter>

Type URL to be pushed here, then click Send or press <Ent...>

Queue	Real-time System Stats					Cumulative System Stats (Last 30 minutes updated every minute)						
	Agents Online	Idle Sessions	Users Chatting	Users Waiting	Longest Wait	Service Level < 20 Sec Wait	Average Wait	Average Response	Average Handle	Calls Handled	Calls Abandoned	Last Update
RightNow Live Default Queue	1	0	1	0	0:00	100.0%	0:02	0:00	0:03	1	0	8:36:24 AM
Entire System	1	0	1	0	0:00	100.0%	0:02	0:00	0:03	1	0	8:36:24 AM

User: Chris R. Morris 8:37 AM

- Agent functions
  - Transfer
  - Conference
  - Guide the customer via collaboration
- Agent performance
- Improved productivity

Agent statistics



# Agent Experience

**Live Console (kbarbe703)** Powered by RIGHT NOW

Agent	Active Sessions	Idle Sessions	Average Handle	Average Response	Chats Per Hour	Last Update
Chris R. Morris	1	0	0:03	0:57	2	8:39:32 AM

**User Information**  
 Jason (listening)  
 First Name: Jason (listening)  
 Last Name: Vasilas  
 Email Address: jvasilas@atd.com.cooc  
 Operating System: Windows XP  
 Browser: Internet Explorer 6.0

**Duration: 2:58** Chris R. Morris Jason

**Chris R. Morris:** Hi, my name is Chris R. Morris. How may I help you?  
**Jason:** Hi Chris, can you please provide me with information on one-bill?  
**Chris R. Morris:** I'm going to push you information regarding one-bill. One moment please.

Type your message here, then click Send or press <Enter>

Type URL to be pushed here, then click Send or press <Enter>

Queue	Real-time System Stats					Cumulative System Stats (Last 30 minutes updated every minute)						
	Agents Online	Idle Sessions	Users Chatting	Users Waiting	Longest Wait	Service Level < 20 Sec Wait	Average Wait	Average Response	Average Handle	Calls Handled	Calls Abandoned	Last Update
RightNow Live Default Queue	1	0	1	0	0:00	50.0%	0:14	0:00	0:03	1	0	8:39:24 AM
Entire System	1	0	1	0	0:00	50.0%	0:14	0:00	0:03	1	0	8:39:24 AM

User: Chris R. Morris 8:40 AM

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**Suggested Solution**

Action	Title
Suggest View	What is ONE-BILL?
Suggest View	How does DSL kbps translate to download speed?
Suggest View	What is Voice Messaging?
Suggest View	Caller ID Product Guide
Suggest View	How do I verify my long distance carrier?

Close Window

Done User: Chris R. Morris 8:39 AM

- Answers at their fingertips
- Consistent answers
- Increase agent productivity



# Agent Experience

Live Console (kbarbe703) Powered by RIGHT NOW

Agent	Active Sessions	Idle Sessions	Average Handle	Average Response	Chats Per Hour	Last Update
Chris R. Morris	1	1	0:00	0:57	0	9:06:32 AM
Alex Montoya	0	1	0:00	0:00	0	9:06:24 AM

User	Queue	Wait Time

**Responses** | **URLs**

- Features
  - What is RightNow Live
- Human Resources
  - RightNow Employment
- Information
  - Contact
  - Reached Us in Error
  - Technical Question
  - Hours of Operation
- Co-browse Intro
- KB Push Intro
- URL Push Intro

**Jason**

**Create Incident?**

**User Information**

First Name: Jason (listening)  
 Last Name: Vasilas  
 Email Address: jvasilas@atd.com.xxx  
 Operating System: Windows XP  
 Browser: Internet Explorer 6.0

Duration: 30:04 Chris R. Morris Jason

**Chris R. Morris:** I'm going to push you information regarding one-bill. One moment please.

**Suggested Solution Pushed:**  
<http://kbarbe703.rightnowdemo.com/cgi-bin/kbarbe703.cfg/php/en...>

Type your message here, then click Send or press <Enter>

Type URL to be pushed here, then click Send or press <Ent...

Queue	Real-time System Stats					Cumulative System Stats (Last 30 minutes updated every minute)						
	Agents Online	Idle Sessions	Users Chatting	Users Waiting	Longest Wait	Service Level < 20 Sec Wait	Average Wait	Average Response	Average Handle	Calls Handled	Calls Abandoned	Last Update
RightNow Live Default Queue	2	2	1	0	0:00	0.0%	0:00	0:00	0:00	0	0	9:06:25 AM
Entire System	2	2	1	0	0:00	0.0%	0:00	0:00	0:00	0	0	9:06:25 AM

User: Chris R. Morris 9:07 AM

- Incident creation
  - Escalations
  - Incident management
- Single button action
- Improves agent productivity



# Supervisor Experience

Monitor

The screenshot displays the 'Live Console (kbarbe703)' interface. At the top, there's a navigation bar with icons and a 'Powered by RIGHT NOW' logo. Below this is a table of agent sessions:

Agent	Active Sessions	Idle Sessions	Average Handle	Average Response	Chats Per Hour	Last Update
Alex Montoya	1	1	0:00	0:00	0	9:05:29 AM
Chris R. Morris	1	1	0:03	0:00	2	8:46:24 AM

Below the agent sessions is a 'Responses' section with a tree view of categories like Customer, RightNow Live, Human Resources, and Information. To the right, a 'Monitored Chat' window shows a conversation with 'Jason' (listening) and a duration of 28:31. The chat history includes a greeting from Chris R. Morris and a response from Jason. At the bottom, there are two tables for system statistics:

Queue	Real-time System Stats					Cumulative System Stats (Last 30 minutes updated every minute)						
	Agents Online	Idle Sessions	Users Chatting	Users Waiting	Longest Wait	Service Level < 20 Sec Wait	Average Wait	Average Response	Average Handle	Calls Handled	Calls Abandoned	Last Update
RightNow Live Default Queue	2	2	1	0	0:00	0.0%	0:25	0:00	0:00	0	0	9:05:25 AM
Entire System	2	2	1	0	0:00	0.0%	0:25	0:00	0:00	0	0	9:05:25 AM

At the bottom right, it shows 'User: Alex Montoya' and '9:05 AM'.

Statistics

- Monitor agent sessions
  - Training
  - Evaluation
- Manage agents through real-time stats



# Benefits

- **Increase agent productivity**
  - Agents can manage multiple sessions
  - Standard responses
  - Smart answer
- **Increase customer experience**
  - Channel choices
  - Answer while they wait
  - Setting their expectation
- **Increase revenues**
  - Proactively engage customers
  - Increase online revenues
  - Increase customer loyalty



# RightNow Live Roadmap

- Current is 7.5.5
- Next release is RightNow 8.1
  - Scalability and performance
    - o 1000 concurrent agents
    - o 4000 sessions
  - Developed on RightNow 8 architecture
  - Part of the Service Communication Center



# Questions?

