

RightNow Feedback

Listening to your customers

Erich Hannan

Director of Product Development

RightNow Technologies



The Million Dollar Question

How my customers feel about their experiences with my company?

How would they rank:

- Service interactions
- Website navigation
- Online order experience
- Company events
- Training sessions

Do you know?



There's only 1 way to know

How do you know if you are improving the experiences that your customers have with your organization?

MEASURE!!!



RightNow Feedback™

Proactively sense and respond to the customer voice ...

- **Capture feedback across all customer touch points**
- **Automate follow-up and analysis**
- **Pre-built feedback templates**
 - Customer advocacy management
 - Customer satisfaction monitoring
 - New product development
 - Employee feedback



Agenda

In this session, we'll give you a tour of the new RightNow Feedback module available in RightNow 8.

- Survey Creation
 - o Questionnaire Designer
 - o Broadcast
 - o Transactional
 - o Website Link

- RightNow Suite Integration
 - o Contact Survey History
 - o Survey Results Viewer
 - o Audience Segmentation
 - o Analytics

- Advanced Surveys
 - o Branching
 - o Trigger final survey actions
 - o Content Templates
 - o Highly customized look & feel

- Questions from the Audience



Agenda

- Survey Creation
 - o Questionnaire Designer
 - o Broadcast
 - o Transactional
 - o Website Link

- RightNow Suite Integration
 - o Contact Survey History
 - o Closed Incident Survey Results
 - o Audience Segmentation
 - o Analytics

- Advanced Surveys
 - o Branching
 - o Trigger final survey actions
 - o Content Templates
 - o Highly customized look & feel

- Questions from the Audience



Questionnaire Designer

The questionnaire designer provides a graphical drag & drop interface for adding pages, questions and custom HTML to your survey.

- Preview the survey contents as you are designing the survey
- Easily create survey pages and questions
- Task based toolbox
- Final actions wizard



Broadcast Surveys

Broadcast Surveys are used to send a survey invitation message to a specific audience.

- Use this method for collecting
 - o Net Promoter Scores
 - o Customer Satisfaction
 - o Product Research
 - o Event follow up

- In RightNow 8, you can build complex audiences using advanced tools
 - o Segments & Lists
 - o Include/Exclude
 - o Recency and Frequency caps

- High volume email delivery engine shared with RightNow Marketing



Transactional Surveys

Transactional Surveys are useful for collecting customer impressions at some critical juncture in your business process.

- Use this method for collecting
 - o Customer satisfaction with Service interactions
 - o Feedback on why an opportunity was lost in Sales
 - o Complaint Management
- Transactional surveys can be triggered from
 - o Contact Rules
 - o Incident Rules
 - o Opportunity/Lead Rules
 - o Campaigns



Website Link Surveys

Website Link surveys are used to deliver a survey invitation through other channels beside email.

- Use this method to
 - o Link to a survey from your home page
 - o Collect survey data from online ads
 - o Deliver survey invitations via Chat
- RightNow 8 provides a simplified UI where an email invitation does not have to be configured



Demo Break

Create a questionnaire and show the different types of Surveys.



Agenda

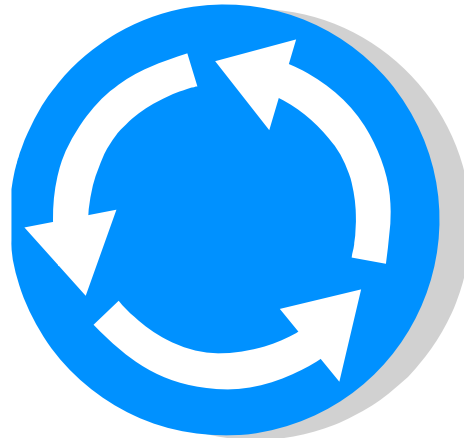
- Survey Creation
 - o Questionnaire Designer
 - o Broadcast
 - o Transactional
 - o Website Link
- RightNow Suite Integration
 - o Contact Survey History
 - o Closed Incident Survey Results
 - o Audience Segmentation
 - o Analytics
- Advanced Surveys
 - o Branching
 - o Trigger final survey actions
 - o Content Templates
 - o Highly customized look & feel
- Questions from the Audience



Contacts

In the Contact Editor, any agent who is provided access can view a history of all the surveys that were sent to and completed by that contact.

- 360 degree view of customer
- Drill down to see the results for a specific survey



Incidents

When incident rules trigger a transactional survey, the survey results are attached directly to the incident.

This allows:

- Easy reporting on survey scores attached to the incident.
Group by:
 - o Incident assignment
 - o Product Line
 - o Region
- Agent access to view survey results.

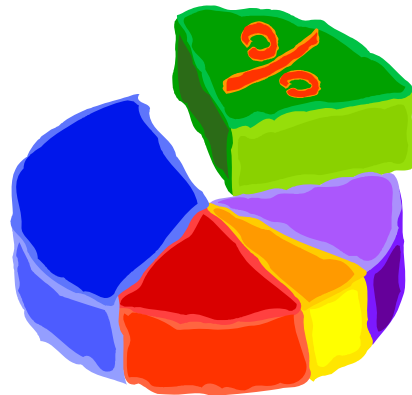


Audience Segmentation

RightNow 8 allows audience segmentation using Survey data. You can also target broadcast surveys using Service, Sales and Marketing data.

For example:

- Everybody who scored lower than 10 for a closed incident survey
- Everybody who said their favorite color is Blue



Analytics

In RightNow 8, all Survey data is accessible from RightNow Analytics.

- Leverage common Analytics features:
 - o Trending
 - o Data Exceptions
 - o Scheduled Reports
- Special survey results report embedded in the survey editor



Demo Break

RightNow Feedback is seamlessly integrated into the RightNow suite of applications.



Agenda

- Survey Creation
 - o Questionnaire Designer
 - o Broadcast
 - o Transactional
 - o Website Link

- RightNow Suite Integration
 - o Contact Survey History
 - o Closed Incident Survey Results
 - o Audience Segmentation
 - o Analytics

- Advanced Surveys
 - o Branching
 - o Trigger final survey actions
 - o Content Templates
 - o Highly customized look & feel

- Questions from the Audience



Branching Surveys

Branching surveys are created using the graphical flow designer.

Show alternate survey questions based on:

- Previous question responses
- Any contact attribute
- Current survey score



Final Survey Actions

Use final survey actions to trigger follow up items or other business logic based on the survey score.

- Create Incidents
- Create Leads
- Create Opportunities
- Set Contact fields
- Many more ...



Content Templates

Content Templates allow you to apply the same look and feel to a set of Surveys.

- Multiple Templates can be configured
- Centrally administer the look and feel of many surveys



Custom Look & Feel

If the control provided by the Survey Designer does not give you the exact look that you want, switch to advanced mode for the ultimate control.

- Explicit placement of Survey Questions with an HTML document
- Ability to split question and answer elements for separate placement.



Demo Break

Use the advanced features of RightNow Feedback to customize the look and flow of your surveys.



Questions?



Screen Shots



Create New Survey


RightNow 8.0 - 2006uchannan

New View Go Preferences Admin Community Offline Help


New Survey

Getting Started


Please choose the invitation method you would like to use for this survey

 [Broadcast Survey](#)

An email message is sent to an audience of contacts with an invitation to take this survey

 [Transactional Survey](#)

An email is sent to a contact as a result of a rule or marketing campaign action. For example, this invitation method would be used to send a survey after an incident is closed.

 [Website Link](#)

This survey relies on separate invitation delivery mechanism, such as a link to the survey being placed on a web page.

Exploring Surveys **New Survey**

Ready | Logged in as: General Administrator | Online



Questionnaire Designer

The screenshot displays the 'RightNow 8.0 - 2006uchannan' application window. The main interface is titled 'XL100 Feedback' and features a menu bar with 'New', 'View', 'Go', 'Preferences', 'Admin', 'Community', 'Offline', and 'Help'. Below the menu is a toolbar with icons for 'Save', 'Spell Check', 'Preview Survey', and 'Survey URL'. A navigation pane on the left contains various system icons. The central workspace is divided into tabs: 'Summary', 'Questionnaire', 'Audience', 'Invitation Message', 'Proof Testing', 'Delivery', and 'Results'. The 'Questionnaire' tab is active, showing 'Page 1' with navigation controls and '1 of 1' questions. The questions are:

- Likely to Recommend**: On a scale of 0 to 10, how likely are you to recommend the XL100 to a friend or relative? (Scale: --)
- XL100 Satisfaction**: How satisfied are you with the XL100? (Options: Delighted, Satisfied, Neutral, Dissatisfied, Very dissatisfied)
- XL100 Satisfaction Factors**: What is the most significant factor influencing the answer you provided about your satisfaction level? (Options: Features, Design, State of the art technology, Ease of use)

At the bottom of the workspace, it shows 'Survey Template (none)'. On the right side, there are two task panels: 'Survey Tasks' and 'Page Tasks'. The 'Survey Tasks' panel includes: Add a Page, Pick a Template, Survey Options, End of Survey Options, Switch to Advanced Mode, and Preview Survey. The 'Page Tasks' panel includes: Set Page Title, Add a Question, and Add HTML Content. The status bar at the bottom indicates 'Ready' and 'Logged in as: General Administrator | Online'.



Final Survey Actions

End of Survey Options

End of Survey Actions

Type	Run	Label
Create Incident	When score is less than 5	
Create Lead	When score is greater than 20	

Add Action...

Edit Action...

Final Page

- Redirect to default Thank You page
- Redirect to URL
- Display final page without buttons

Survey Final Action Wizard

Final Action Type
What the Final Action should do when the Survey is completed

- Add the Survey Contact to a List
- Create an Opportunity
- Create a Notification
- Create an Incident
- Create a Lead
- Execute an External Event
- Send an Email to a Contact
- Set a Field Value

< Back Next > Cancel

Broadcast Survey

The screenshot shows the 'New Survey' configuration page in the RightNow 8.0 application. The interface includes a menu bar (New, View, Go, Preferences, Admin, Community, Offline, Help), a toolbar (Save, Spell Check, Preview Survey, Survey URL), and a sidebar with various icons. The main content area is divided into several sections:

- Summary Tab:** Contains a dropdown menu for 'Assigned' (set to 'Administration Administrator') and an unchecked checkbox for 'Allow Anonymous'.
- At a Glance:** A summary box with the following details:
 - Invitation Method: Broadcast Survey ([Change](#))
 - Survey Status: Activated ([Disable](#))
 - Questionnaire: 1 Page 0 Questions ([Preview Survey](#))
 - Audience Count: Not counted ([Refresh](#))
 - Invitation Message: ([Preview](#))
 - Proof Testing: No proof messages have been sent. ([Send Proof Message](#))
 - Delivery Status: Draft
- Tasks Tab:** Includes sub-tabs for Notes, Attachments, and Audit Log. Below these is a table with columns for Name, Due Date, Completed, and Assigned. The table is currently empty.

The status bar at the bottom indicates 'Ready' and 'Logged in as: General Administrator'.



Broadcast Survey

RightNow 8.0 - 2006uchannan

New View Go Preferences Admin Community Offline Help

New Survey

Save Spell Check Preview Survey Survey URL Info Help

Summary Questionnaire **Audience** Invitation Message Proof Testing Delivery Results

This is a broadcast mailing.

Include [Add Contact List](#) [Add Segment](#)

Name	Type	Last Count	Date Counted	Action
Stockholders	List			Edit Remove
Youth - Pre-College	Segment			Edit Remove

Exclude [Add Contact List](#) [Add Segment](#)

Name	Type	Last Count	Date Counted	Action
Gold Service	List			Edit Remove

Options

- Honor global opt-in
Send only to contacts who are not explicitly opted out
- Limit frequency of communication
Don't send to the contact if he has received or more messages in the last days
- Limit recency of communication
Don't send to a contact if he has received a message in the past days
- Honor global suppression List
Do not send to contacts in the global suppression list
- Limit delivery to a randomly selected subset of the audience
Send to percent of the audience

Count

Current Count: Not counted [Refresh](#)

Exploring Surveys **New Survey**

Ready | Logged in as: General Administrator | Online



Broadcast Survey

The screenshot shows the 'RightNow 8.0 - 2006uchannan' application window. The main menu includes 'New', 'View', 'Go', 'Preferences', 'Admin', 'Community', 'Offline', and 'Help'. The 'New Survey' window is open, displaying a toolbar with 'Save', 'Spell Check', 'Preview Survey', and 'Survey URL'. The 'Invitation Message' tab is selected, showing a preview of an email invitation. The email content includes a header with 'Global Wireless' and 'We'd like your feedback.' The main body features a large 'Global Wireless' logo, a 'Congratulations!' message, and a placeholder for the recipient's 'First Name'. A 'Tasks' panel on the right offers options like 'Start Over', 'Clear', 'Use existing', 'Upload Html', 'Insert Snippet', 'Insert Symbol', and 'Manage Anchors'. The bottom status bar shows 'Ready' and 'Logged in as: General Administrator'.

RightNow 8.0 - 2006uchannan

New View Go Preferences Admin Community Offline Help

New Survey

Save Spell Check Preview Survey Survey URL Info Help

Summary Questionnaire Audience **Invitation Message** Proof Testing Delivery Results

This mailing uses no market testing. Craft a single message to send to the entire audience. Click for options.

From Global Wireless <feedback@globalwireless.com> [Edit](#)

Subject We'd like your feedback.

Content

Html Text

Global Wireless

Congratulations!

First Name,

Design Source Preview

URL Parameters

Tasks

- Start Over
 - Clear
 - Use existing
 - Upload Html
- Content
 - Insert Snippet
 - Insert Symbol
 - Manage Anchors

Tasks Toolbox

Exploring Surveys **New Survey**

Ready

Logged in as: General Administrator Online



Broadcast Survey

The screenshot displays the 'New Survey' interface in the 'Delivery' tab of the RightNow 8.0 application. The interface is organized into several sections:

- Delivery Status:** Shows the survey is in 'Draft' status. It includes three buttons: 'Send Now', 'Schedule...', and 'Cancel Mailing'.
- Delivery Options:** Features a checkbox for 'Limit delivery rate' and a dropdown menu set to 'Unlimited' messages per hour.
- Audience Count:** Displays '75 at 08/30/2006 02:59 PM' with a green checkmark and links for 'Details' and 'Refresh'.
- Message Preview:** Shows a green checkmark and a 'Preview' link.
- Proofing Results Summary:** Indicates 'No proof messages have been sent.' with a green checkmark and a 'Send Proof Message' link.
- Message Send History:** Shows 'The message has not been sent.' with a green checkmark.

The application window title is 'RightNow 8.0 - 2006uchannan'. The status bar at the bottom indicates 'Ready' and 'Logged in as: General Administrator | RN Online'.



Transactional Survey

The screenshot shows the 'Transactional survey' configuration page in the RightNow 8.0 application. The interface includes a menu bar (New, View, Go, Preferences, Admin, Community, Offline, Help), a toolbar (Save, Spell Check, Preview Survey, Survey URL), and a sidebar with various icons. The main content area is divided into several sections:

- Summary** (selected):
 - Assigned: Administration Administrator (dropdown), Allow Anonymous
 - At a Glance**:
 - Invitation Method: Transactional Survey [Change](#)
 - Survey Status: Activated [Disable](#)
 - Questionnaire: 1 Page 0 Questions [Preview Survey](#)
 - Invitation Message: [Preview](#)
 - Proof Testing: No proof messages have been sent. [Send Proof Message](#)
 - Delivery Status: Draft
 - Rule Visibility: Contact Rule Visible Opportunity Rule Visible Incident Rule Visible
- Tasks** (selected):
 - Notes, Attachments, Audit Log
 - Options dropdown
 - Table with columns: Name, Due Date, Completed, Assigned

The status bar at the bottom shows 'Ready', 'Exploring Surveys', 'Transactional survey', and 'Logged in as: General Administrator'.



Transactional Survey

RightNow 8.0 - 2006uchannan

New View Go Preferences Admin Community Offline Help

Transactional survey

Save Spell Check Preview Survey Survey URL Info Help

Summary Questionnaire **Audience** Invitation Message Proof Testing Delivery Results

This is a transactional mailing.

Exclude [Add Contact List](#) [Add Segment](#)

Name	Type	Last Count	Date Counted	Action
------	------	------------	--------------	--------

Options

- Honor global opt-in
Send only to contacts who are not explicitly opted out
- Limit frequency of communication
Don't send to the contact if he has received or more messages in the last days
- Limit recency of communication
Don't send to a contact if he has received a message in the past days
- Honor global suppression List
Do not send to contacts in the global suppression list
- Limit delivery to a randomly selected subset of the audience
Send to percent of the audience

Exploring Surveys Transactional survey

Ready | Logged in as: General Administrator | Online



Transactional Survey

The screenshot shows the 'Transactional survey' window in RightNow 8.0. The window title is 'RightNow 8.0 - 2006uchannan'. The menu bar includes 'New', 'View', 'Go', 'Preferences', 'Admin', 'Community', 'Offline', and 'Help'. The toolbar contains 'Save', 'Spell Check', 'Preview Survey', and 'Survey URL'. The main content area is divided into tabs: 'Summary', 'Questionnaire', 'Audience', 'Invitation Message', 'Proof Testing', 'Delivery', and 'Results'. The 'Delivery' tab is active, showing a 'Draft' status with 'Launch' and 'Cancel Mailing' buttons. The 'Message Preview' section shows a green checkmark and a 'Preview' link. The 'Proofing Results Summary' section shows a green checkmark and the text 'No proof messages have been sent.' with a 'Send Proof Message' link. The 'Message Send History' section shows a green checkmark and the text 'The message has not been launched.' The status bar at the bottom indicates 'Ready' and 'Logged in as: General Administrator'.

RightNow 8.0 - 2006uchannan

New View Go Preferences Admin Community Offline Help

Transactional survey

Save Spell Check Preview Survey Survey URL Info Help

Summary Questionnaire Audience Invitation Message Proof Testing **Delivery** Results

Delivery Status
Draft

Launch
Cancel Mailing

Message Preview
✓ Preview

Proofing Results Summary
✓ No proof messages have been sent. [Send Proof Message](#)

Message Send History
✓ The message has not been launched.

Exploring Surveys Transactional survey

Ready | Logged in as: General Administrator | Online



Contact Survey History

The screenshot shows the RightNow 8.0 - 2006uchannan application window. The contact details for Erich Hannan are as follows:

- First Name: Erich
- Last Name: Hannan
- Email: ehannan@rightnow.com
- Office Phone: [Empty]
- Address: [Empty]
- Contact Type: [No Value]
- State: Service, Marketing, Sales
- Organization ID: [Empty]
- Salesperson: [Empty]
- Title: [Empty]
- User ID: [Empty]
- Password: [Empty]
- Global Opt-in: [No Value]
- SLA: [click here to add](#)

The survey history table is displayed below the contact details:

Completed	Score	Type	Name	Action
08/25/2006 10:54 AM	7	Web Only	UC Demo - Promoter	View Results
08/25/2006 10:54 AM	1	Broadcast Survey	XL100 Feedback	View Results
08/25/2006 10:54 AM	3	Web Only	Overall Satisfaction	View Results

The interface includes a menu bar (New, View, Go, Preferences, Admin, Community, Offline, Help), a toolbar (New, Save, Save and Close, Print, Delete, Forward, Copy, Spell Check, Expand), and a sidebar with various icons. The status bar at the bottom shows "Ready" and "Logged in as: General Administrator".



Survey Response Report

Survey Results

First Name: Erich
Last Name: Hannan
Email: ehannan@rightnow.com
Survey Name: XL100 Feedback
Date Completed: 08/25/2006

Question: How satisfied are you with the XL100?

Response	Score
<input type="checkbox"/> Delighted	1
<input type="checkbox"/> Satisfied	
<input type="checkbox"/> Neutral	
<input type="checkbox"/> Dissatisfied	
<input checked="" type="checkbox"/> Very dissatisfied	

Question: What is the most significant factor influencing the answer you provided about your satisfaction level?

Response	Score
<input type="checkbox"/> Features	0
<input type="checkbox"/> Design	
<input type="checkbox"/> State of the art technology	
<input type="checkbox"/> Ease of use	
<input checked="" type="checkbox"/> Help / technical support	
<input type="checkbox"/> Other (please specify)	

Question: What is the most important improvement we can make to the XL100 to improve your satisfaction?

Response	Score
<input type="checkbox"/> More features	0
<input type="checkbox"/> Better design	
<input type="checkbox"/> More intuitive to use	
<input checked="" type="checkbox"/> Better built-in help	
<input type="checkbox"/> Improved technical support / access to experts	
<input type="checkbox"/> Other (please specify)	

Totals

Survey Score	1
Questions Answered	3



Incident Editor Integration

The screenshot shows a software window titled "060922-000019" with a menu bar containing "New", "Copy", "Print", "Delete", "Opportunities", "New Opportunity", "Offer Advisor", "Forward", "Propose", "Spell Check", and "Help". The main content area has tabs for "Summary", "Details", and "Contacts". Under the "Summary" tab, the "Subject" field contains "Demo Incident 1000". Below this are checkboxes for "Send on Save", "SmartAssistant", "Search Answers", and "Standard Text", along with an "Expand" button. A "View" dropdown menu is set to "All".

On the left sidebar, there are several fields: "Contact ID" with the value "Erich Hannan", "Status" set to "Solved", "Assigned" to "Administration Neil Srinivasan", and empty dropdowns for "Product", "Category", and "Disposition". At the bottom of the sidebar, a red circle highlights the "Last Survey Score" section, which shows a score of "1" and a link to "View Survey Results". A red arrow points from this section towards the main content area.

At the bottom right of the window are "OK" and "Cancel" buttons.

Segmentation Using Questions

The screenshot displays the RightNow 8.0 interface for creating a segmentation filter. The main window title is "RightNow 8.0 - 2006uchannan". The current filter is named "Survey Score < 10" and shows a "Current Count: 1 at 09/04/2006 11:53 PM". The filter criteria are defined as "AND" with the expression "Survey Score < 10".

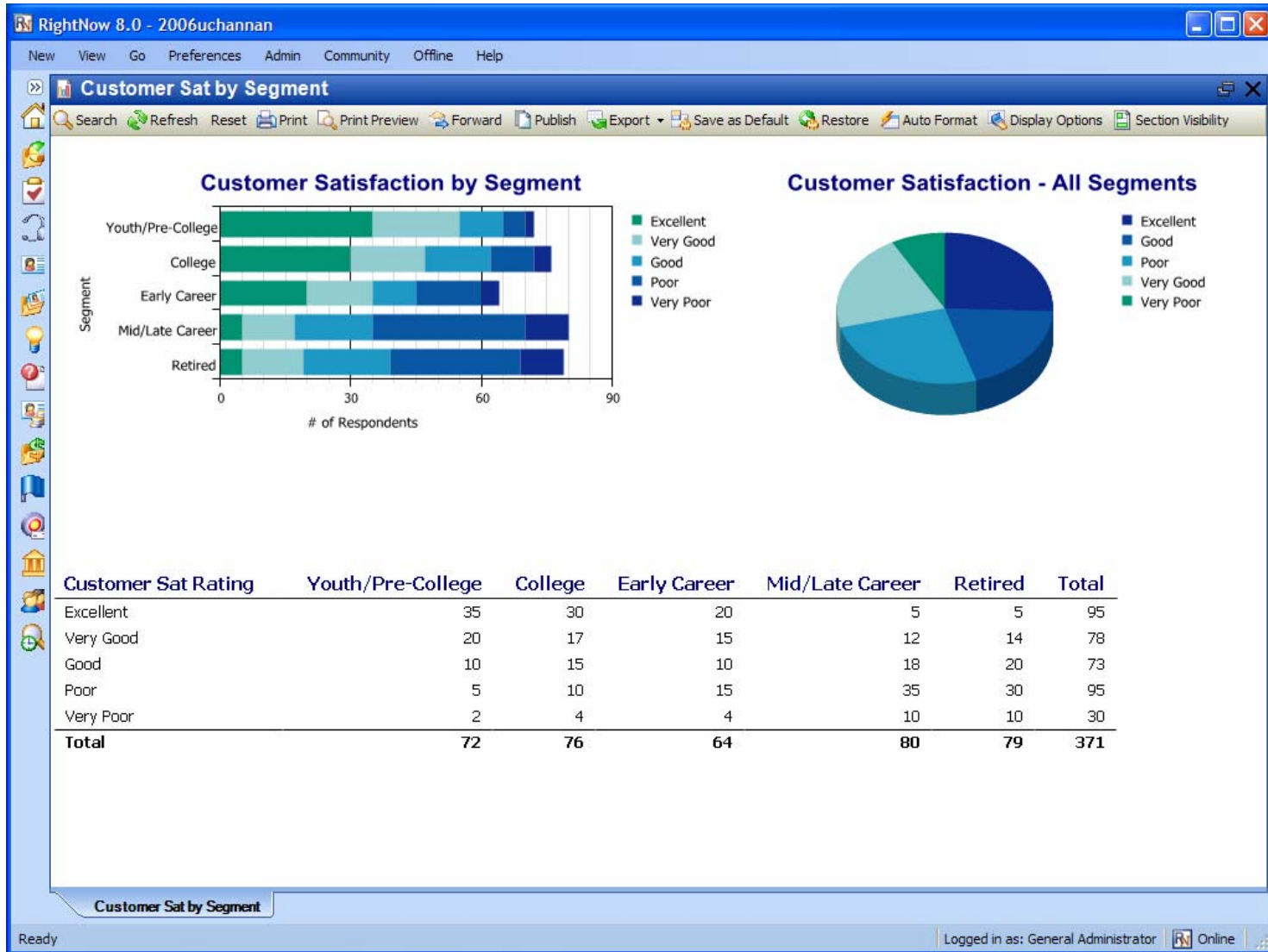
The "Edit Filter" dialog box is open, showing the following configuration:

- Name:** Survey Score < 10
- Expression:** incidents.last_survey_score
- Operator:** < (Use this to compare the Expression with the Value)
- Value Type:** Constant (selected)
- Value:** 10

The background interface includes a "Data Dictionary" with categories like "Current Dataset", "Common", "Service", "Marketing", and "Sales". The "Fields" list includes attributes such as "Acquired (acquired)", "Age (c\$age)", "Alternate Email Address 1 (email_alt1)", "Assistant Phone (ph_asst)", "Banner Account ID (banner_acct_id)", and "Banner Flag (banner_flag)".



Analytics



Inline Results Report

RightNow 8.0 - 2006uchannan

New View Go Preferences Admin Community Offline Help

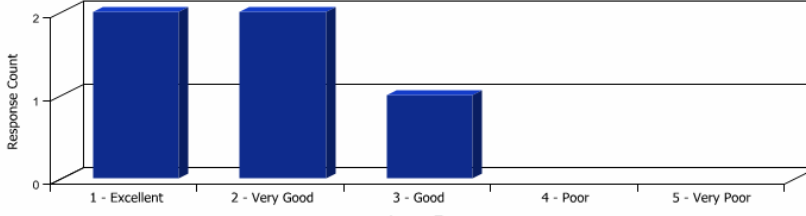
Customer Satisfaction

Save Spell Check Preview Survey Survey URL Info Help

Summary Questionnaire **Results** Refresh Report

Overall Satisfaction

How would you rate your experience with us?



Rating	Response Count
1 - Excellent	2
2 - Very Good	2
3 - Good	1
4 - Poor	0
5 - Very Poor	0

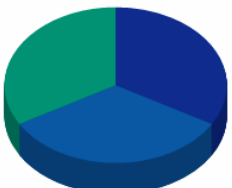
Overall Satisfaction - Comments

Please describe how we can increase your satisfaction in the box provided

Email Address	Last Name	First Name	Response Text
No Value	No Value	No Value	nothing. Everything was great!
No Value	No Value	No Value	provide better instructions

Biggest Complaint

What is your biggest complaint about the XL100?



- Hard to use
- Insufficient documentation
- Insufficient features
- No help
- Other

'Other' Results for

Exploring Surveys Customer Satisfaction Exploring Questions Overall Satisfaction Overall Satisfaction

Ready Logged in as: General Administrator Online



Branching Surveys

The screenshot displays the RightNow 8.0 - 2006uchannan application window. The title bar reads "RightNow 8.0 - 2006uchannan". The menu bar includes "New", "View", "Go", "Preferences", "Admin", "Community", "Offline", and "Help". The main window title is "branching survey". Below the title bar, there are tabs for "Summary", "Questionnaire", and "Results", with "Questionnaire" currently selected. A status bar shows "Status: Launched" and a progress indicator at "79%".

The central workspace contains a flowchart illustrating a branching survey process. It starts with a sequence of five pages: "Page 1", "Page 2", "Page 3", "Page 4", and "Page 5". Each page is represented by a document icon with a globe. Arrows connect the pages, with "Submit" buttons located below each page icon. A decision diamond (a circle with a question mark) is positioned between Page 3 and Page 4. The "Yes" path from the decision diamond leads to Page 5, and the "No" path leads to Page 4. Page 5 has a "Submit" button that leads to a "Redirect to URL" icon, which is a globe with a circular arrow.

On the right side of the interface, there is a "Tasks" panel with three sections:

- Entry Items:** Serve Web Page, Broadcast Mailing, Entry Point.
- Conditional Items:** Decision.
- Triggered Items:** Add To List, Notification, Opportunity, Lead, Incident, External Event, Redirect to URL, Set Field, Transactional Mailing, Serve Web Page.

At the bottom of the window, the status bar shows "Ready" on the left, "Exploring Surveys" and "branching survey" in the middle, and "Logged in as: General Administrator" and "Online" on the right.



Create Incident Action

Survey Final Action Wizard [X]

Create Incident Action Details [?] [i]

Set additional details for the Create Incident Action

Label

Properties | **Notes**

- **Subject**
- **Status**
- Assigned
- Product
- Category
- Disposition
- Queue
- Service Mailbox
- **Customer Entry**

Custom Fields [Set Custom Field](#)

Field	Value	Actions
Type	Dead on Arrival	Edit , Delete

< Back Next > Cancel



Survey Template

The image shows a screenshot of the RightNow 8.0 software interface. The main window is titled "RightNow 8.0 - 2006uchannan" and displays a "Customer Satisfaction" survey. The survey is currently in the "Questionnaire" view, showing "Page 1" with three sections: "Overall Satisfaction" (a dropdown menu), "Overall Satisfaction - Comments" (a text area), and "Biggest Complaint" (a list of radio button options: "Hard to use", "Insufficient documentation", "No help", "Insufficient features", and "Other").

A "Choose Template" dialog box is open in the foreground, showing a tree view of templates. The tree structure is as follows:

- Templates
 - Demo
 - MobileConex

The dialog box has "OK" and "Cancel" buttons at the bottom. A red arrow points from the "Survey Template" field in the main window to the "(none)" value.

At the bottom of the main window, the "Survey Template" field is set to "(none)".

The status bar at the bottom of the window shows "Ready" on the left, "Exploring Surveys" and "Customer Satisfaction" in the middle, and "Logged in as: General Administrator" and "Online" on the right.



Advanced Questionnaire Layout

The screenshot displays the RightNow 8.0 software interface for creating a questionnaire layout. The window title is "RightNow 8.0 - 2006uchannan". The menu bar includes "New", "View", "Go", "Preferences", "Admin", "Community", "Offline", and "Help". The toolbar shows "Save" and "ABC" options. The main workspace is titled "New Document" and contains the following elements:

- Header:** A logo for "MOBILE CONEX" with a blue and orange circular icon.
- Search:** A search bar with a "Search" button.
- Web Form:** A table with four rows and two columns, outlined with a red dashed border. The first two rows contain text and highlighted text respectively:

Web Form	
Question 1:	Biggest Complaint
Question 2:	Overall Satisfaction
Question 3:	
Question 4:	

The left sidebar contains a "Toolbox" with sections for "HTML" (Hyperlink, Image, Horizontal Rule, Table, Div, Field Set, Button), "Links" (Tracked Link, File Link, Unsubscribe Link, Forward To Friend Link, Web Page Link, Survey Link), and "Forms" (Web Form). The right sidebar contains "Tasks" (Start Over, Clear, Use existing, Upload Html) and "Content" (Apply Template, Insert Snippet, Insert Symbol, Manage Anchors). The bottom status bar shows "Ready", "Logged in as: General Administrator", and "Online".

