

Transforming Your Company's Voice Channel

"Adding Value To Every Call"

Joe Brown

VP Voice Solutions

RightNow Technologies



Description of Session

Transforming Your Company's Voice Channel

- Voice remains a critical channel for marketing, sales, and service. In this session you'll find out how you can radically transform your voice channel with automation and speech technologies—so that you can increase revenue, reduce costs, and deliver a competitively differentiated experience across all customer touch-points.



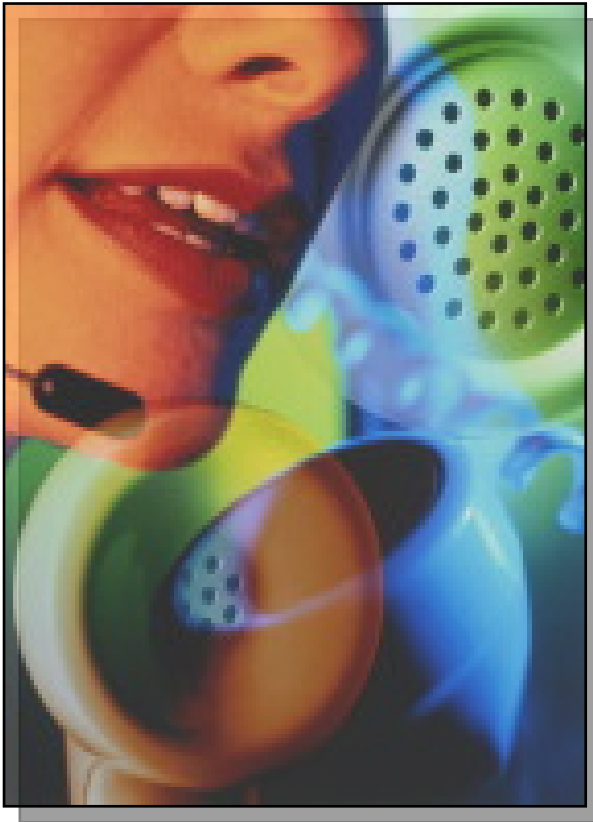
A Brief History of RightNow Voice

- Three Initial Customers (Motorola, Beretta and Nine West)
- Voice Program Established (Jan. 2005)
- Acquired Convergent Voice (April 2005)
- “Official” Launch of RightNow Voice (June 27, 2005)
- Expanded Product Line to 7 Applications



What is RightNow Voice™?

A portfolio of voice-enabled CRM applications



1. Voice Knowledge Base
2. Voice Incident Management
3. Voice Location Finder
4. Status Applications: (Order, Shipping, Repair)
5. Password Reset
6. Survey
7. One Number Routing Menu

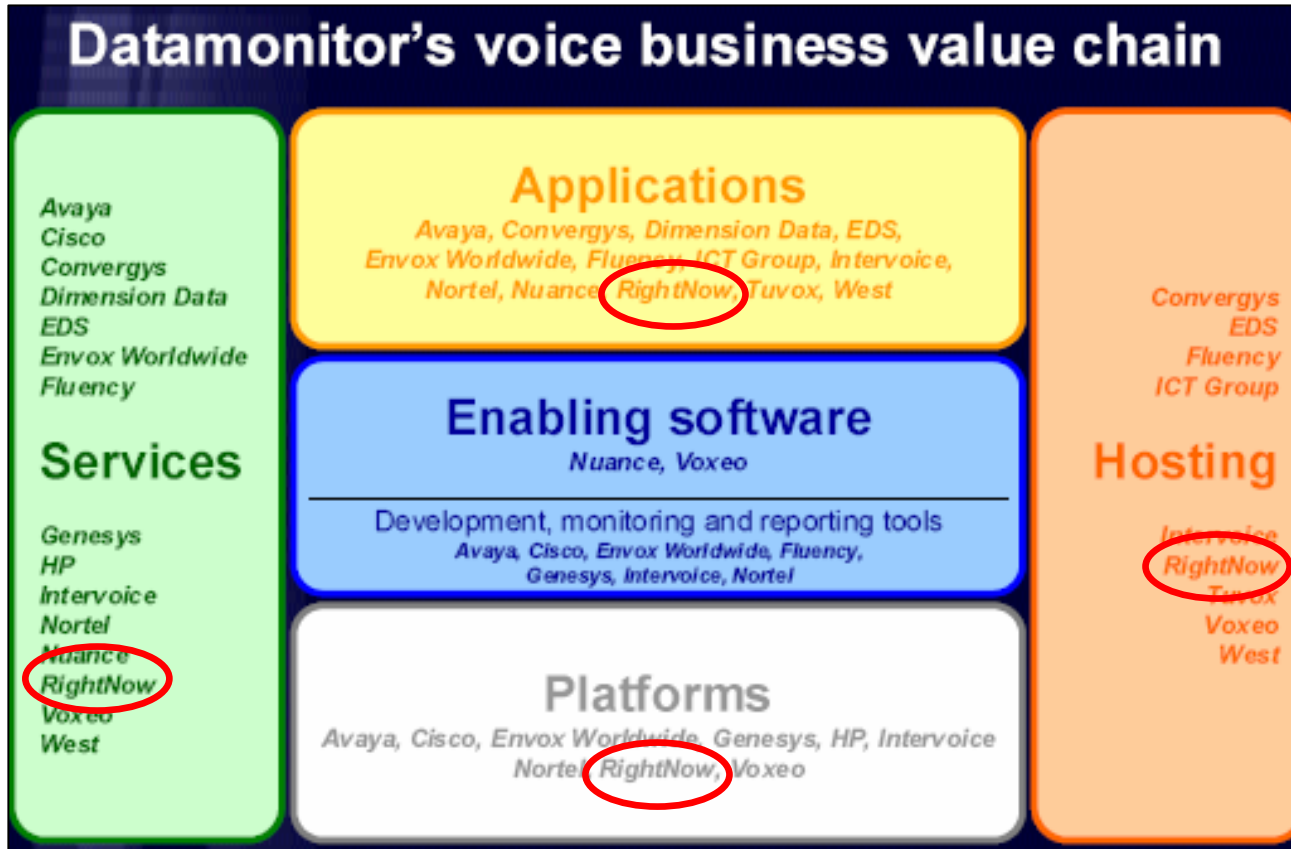
Handles both informational and transactional type calls



Rapid Growth in New Customers



Recognized Leadership



Source: Datamonitor (8/2006)



SPEECH TECHNOLOGY



EXCELLENCE AWARD™



Have You Ever Asked Yourself...

- If there is a way to reduce the overall agent handle time?

(What impact would saving 20 to 40 seconds per call have on your call center budget?)

- If it is possible to reduce costs and still deliver a quality customer experience?

(What if you could let customers automate all or even part of their calls using their own voice to answer questions and retrieve information reducing total calls by 10%, 20%?)

- Why it is so difficult to know which customers are calling into the call center and for what reason?

(What if you could make informed decisions based on actual data from one multi-channel solution?)



What is “adding value to every call”?

- It is knowing not just why there is a call, but actually knowing who is doing the calling
- It is capturing and gathering additional information about the caller and using that information to route the call to the most appropriate agent queue
- It is offering options and content to callers based on their value to your organization
- It is delivering meaningful call information to the agent desktop prior to the agent answering the telephone



Introducing Voice Contact Management



- Voice-enabled RightNow contact management
- Create new and update existing contact records
- Associate an incident to a contact
- Captures caller input using touch-tone or speech
- Gathers additional information from databases
- Reverse white pages lookup using an interface to Targus (requires a separate subscription to the Targus service)
- Call Information Delivery to agent desktop



Summary of 3 Call Scenarios

Scenario #1

- The caller wants to return a recent purchase and is identified automatically using ANI (caller ID) where they were dynamically presented with options more appropriate for those with recent orders. The call context and contact information was screen popped on the agent desktop.

Scenario #2

- This caller was not identified using ANI (caller ID) and was presented with the standard general options, system captures that the call is about a new order and they are identified using the home phone number where they were also determined to be a high value customer. Prioritized routing and delivery of call context and contact information to the agent desktop.

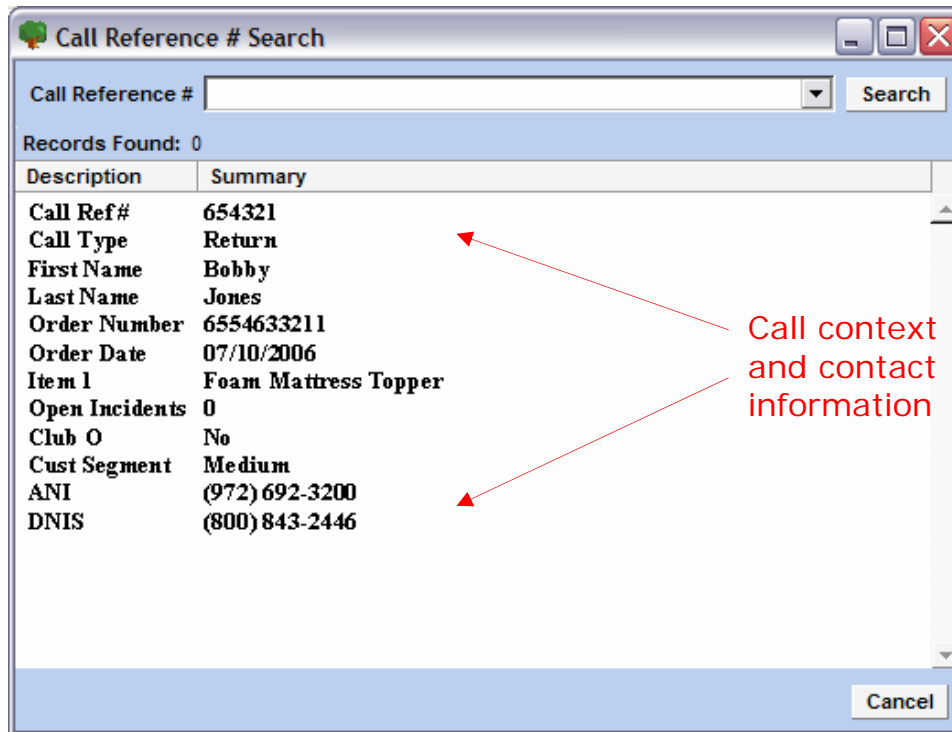
Scenario #3

- This caller uses self-service to retrieve their order status information. The caller was not identified using ANI (caller ID) and was presented with standard general options when the identity is not known. It was determined that the caller was requesting the status of their order, the order number was captured, the record retrieved and the status provided to the caller resulting in a fully automated call.



Call Scenario #1

- This caller was initially identified using ANI (caller ID) and dynamically presented with options typical for those with recent orders.
- Captured that the call was about a return and these types of calls need agent assistance.
- The call context and contact information was screen popped on the agent desktop, along with the newly created incident, saving an average of 30 seconds of agent handle time.



Call Reference # Search

Call Reference # Search

Records Found: 0

Description	Summary
Call Ref#	654321
Call Type	Return
First Name	Bobby
Last Name	Jones
Order Number	6554633211
Order Date	07/10/2006
Item 1	Foam Mattress Topper
Open Incidents	0
Club O	No
Cust Segment	Medium
ANI	(972) 692-3200
DNIS	(800) 843-2446

Cancel

Screen Pop on agent desktop

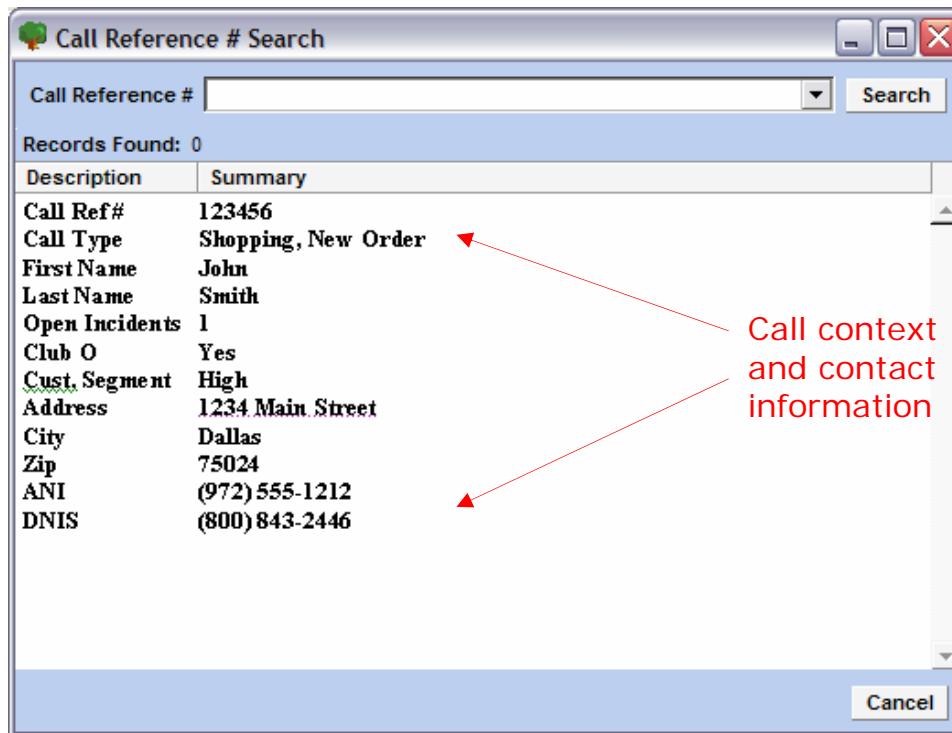
Call context and contact information

Partial automation of call - Caller automatically identified



Call Scenario #2

- This caller was not identified using ANI (caller ID) and was presented with the standard general options, captured that it was about a new order.
- Using their home phone number they were determined to be a high-value customer.
- Prioritized routing and simultaneous delivery of the call and contact information screen popped on the agent desktop.



Call Reference # Search

Call Reference # Search

Records Found: 0

Description	Summary
Call Ref#	123456
Call Type	Shopping, New Order
First Name	John
Last Name	Smith
Open Incidents	1
Club O	Yes
Cust. Segment	High
Address	1234 Main Street
City	Dallas
Zip	75024
ANI	(972) 555-1212
DNIS	(800) 843-2446

Cancel

Screen Pop on agent desktop

Call context and contact information

Partial automation of call – Prioritized routing



Call Scenario #3

- This caller is typical of those successfully using the RightNow Voice Status application to retrieve the status of an order.
- The caller was not identified using ANI (caller ID) and was presented with the standard general options when identity is not known.
- It was determined that the caller was specifically requesting the status of a recent order, the order number was captured, the record retrieved and the status given.
- This was a fully automated call that did not require an agent.

Fully Automated Call Without Agent Assistance



Our Approach To Using Voice...

- Start off small and build on success (just because you can technically do something does not mean that you always should!)
- Deliver a positive customer experience on every interaction (both voice and web together)
 - A Voice User Interface (VUI) that is easy to navigate - easy to use
 - Pleasant persona with quick escalation to a live agent
- Always give the customer the ability to escalate during normal business hours
- Greet callers and offer content and options to them based on not just why they are calling, but also who they are
 - Are they an existing customer or are they new?
 - Have they purchased from us in the past?
 - Do they have a general question or do they need something else?
- Route the caller to the person or group that has the ability to resolve the issue



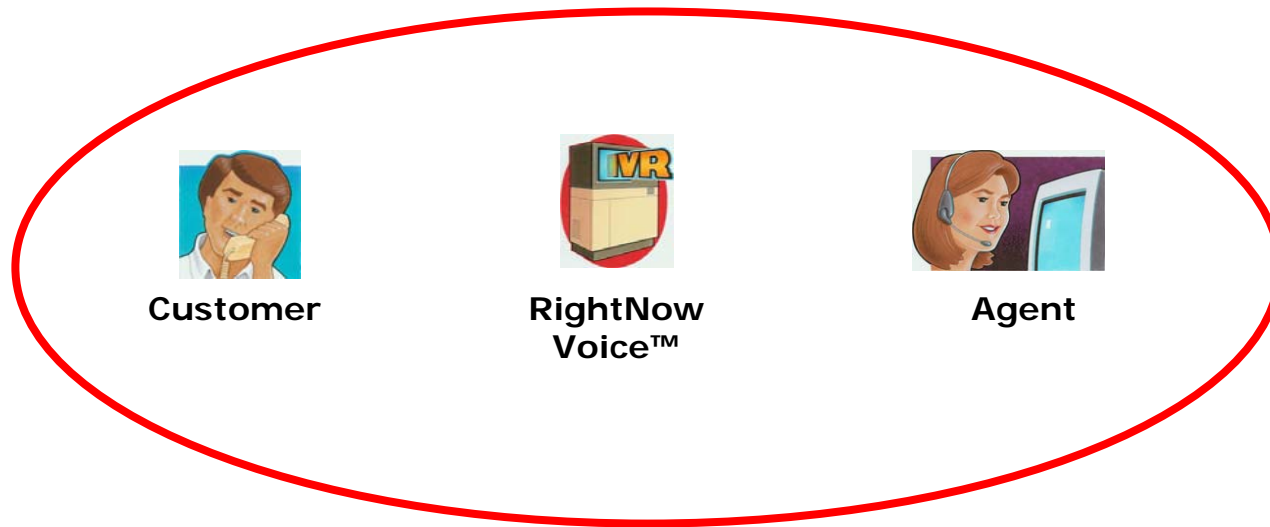
Our Approach To Using Voice...

- Information that is captured with the voice applications (the who and the why) must be made available to agents when callers request live assistance
 - End caller frustration by not repeating information
 - Provides continuity between the automated and assisted hand-off
 - Screen pop relevant data and open an incident automatically
 - More than just an ANI screen pop of a contact record
- After hours or overflow ability to handle repair requests
- Make informed business decisions based on data from all interaction channels using a common Analytics engine
- Measure customer satisfaction at the end of the call
 - "Would you recommend us to your friends and family?"
- Deliver the complete solution hosted and as a managed service to reduce risk of project failure and to maintain ongoing success





Customer Experience

- Now able to tie together what happens in automation on the front end of the call with what the agent does later on in the call



- Multi-channel support (incident, contacts, history, analytics)

What's New or Coming Soon?

- Outbound Voice
 - Web Click-to-Callback Requests 
 - Outbound Surveys 
 - Proactive Notifications **Coming Soon!**
- Genesys Integration **Coming Soon!**



Questions?

