PRODUCT OVERVIEW

ORACLE®
**RIGHTNOW
CLOUD SERVICE**

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Connect and Engage. Know More. Make it Easy and Rewarding.

Oracle RightNow Cloud Service

89%

of customers stop doing business with an organization after a single bad experience.*

Transform your customer service with Oracle RightNow Cloud Service—combining Web, Social, and Contact Center experiences for a complete cross-channel customer-service solution.

Oracle RightNow Cloud Service delivers the most complete multichannel customer-service solution, combining market-leading technologies for Web, Social, and Contact Center experiences that make your brand stand out from the crowd.

These are all supported by closed-loop marketing, integrated analytics, and a mature cloud infrastructure that handles more than two billion transactions every day for leading brands worldwide.

2 BILLION
TRANSACTIONS EVERY DAY

*RightNow (acquired by Oracle in March 2012) and Harris Interactive, Customer Experience Impact Report, Dec 2011

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Right Answer, Right Time

Oracle RightNow Web

Let your customers research, purchase, and resolve issues from any device.

- **Accessible:** create a seamless online experience with a knowledgebase that learns from every interaction

- **Relevant:** match content to consumer intent for higher conversion rates

- **Efficient:** manage inbound e-mails effectively for increased first-contact resolution

- **Profitable:** reduce cart abandonment and increase customer satisfaction with chat assistance

- **Productive:** co-browse capabilities allow visual communication for faster query resolution

- **Mobile:** deliver support, self-service, chat, and e-mail management on any device

iRobot delivers knowledge, empowering customers to research, purchase products, and resolve issues online.

iRobot incorporated existing material from manuals as well as pictures and video clips into its RightNow knowledgebase, which it continues to build on using customer questions and feedback.

The "Top 20" list of most commonly asked questions ensures that a maximum number of users can find the information they need without initiating a search. As a result, iRobot's Web self-service rate is over 97%, the company has experienced a 30% reduction in incoming phone volume with headcount reduced accordingly, and call-abandonment rates average 1–2%.

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Make it Social

Oracle RightNow Social
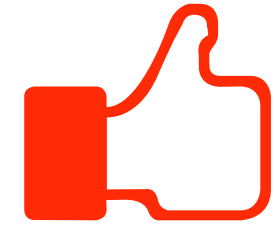
Listen and respond to your customers for a truly social customer experience.

- **Responsive:** know when to listen and when to participate with proactive monitoring of social channels
- **Empowering:** help your customers to help themselves by fostering peer-to-peer support communities
- **Innovative:** identify new opportunities by integrating customer insights into your innovation processes
- **Unique:** differentiate your Facebook presence by providing real support and engagement

drugstore.com offers Web self-service on Facebook and Twitter where customers can interact with each and receive support.

Customers searching and shopping online can chat with an agent to help them find products, resolve issues, and learn about promotions. With this strategy, drugstore.com has increased chat conversion rates to 30%, raised order sizes by 20%, and saved US$350,000 from call deflection.

INCREASED CHAT CONVERSION RATES TO

30%

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Oracle RightNow Contact Center

Unify end-to-end processes to deliver a productive and profitable contact center.

- **Dynamic:** provide actionable insight with ready access to accurate, relevant customer information

- **Consolidated:** give all agents a single view of every customer across all channels

- **Efficient:** automate back-office tasks and routine customer interactions for a streamlined customer experience

- **Smart:** guide agents through interactions and proactively suggest potential solutions

- **Informed:** use centralized customer data to engage customers with personalized, timely service

More than 600 contact center agents at Toshiba utilize Oracle RightNow's Dynamic Agent Desktop to support customer calls in Toshiba's technical support and customer escalation management departments.

Toshiba's average call volume is around 200,000 calls in quieter months and as high as 270,000 calls a month in peak periods like back-to-school and Christmas.

With Oracle RightNow's workflow, call scripting, and guided assistance capabilities, the agents are empowered with the relevant information to answer the customer question. Toshiba experienced a 40-second reduction in AHT (average handle time) in the first month.

270,000
CALLS A MONTH

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Oracle RightNow Engage
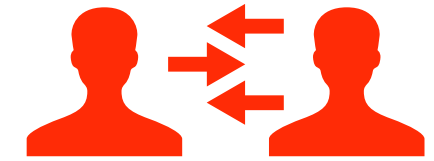
Get real-time analytic insight for proactive customer engagement.

- **Relevant:** deliver communications that get results, based on highly segmented customer-behavior data

- **Timely:** act on real-time feedback with insight from the voice of the customer across all touchpoints

- **Insightful:** Make better-informed business decisions with advanced analytics and reporting tools

- **Complete:** provide consistent knowledge through every interaction channel for greater agent productivity and customer satisfaction

HauteLook uses RightNow's feedback management solution to respond to its members and guide future business decision.

Customer feedback is captured through all channels and shared across the organization and with brand partners to drive sales opportunities. HauteLook has a 20 percent survey completion rate, demonstrating how highly engaged its members are. Direct customer insight enables the fast-growing company to establish best practices, improve processes, and circumvent problems before they occur.

20%
COMPLETION RATE ON MEMBER SURVEYS

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A Solid Foundation

Oracle RightNow Service

Exceptional customer service, delivered through a secure, reliable, and flexible cloud.

- **Secure:** unequaled compliance certification, ensuring your business is always protected

- **Transparent:** stay in control with real-time monitoring and insight into critical performance and service-level metrics

- **Integrated:** an open, standards-based platform integrates seamlessly with other enterprise and cloud systems

- **Flexible:** handle seasonal peaks with ease and upgrade only when it suits your business

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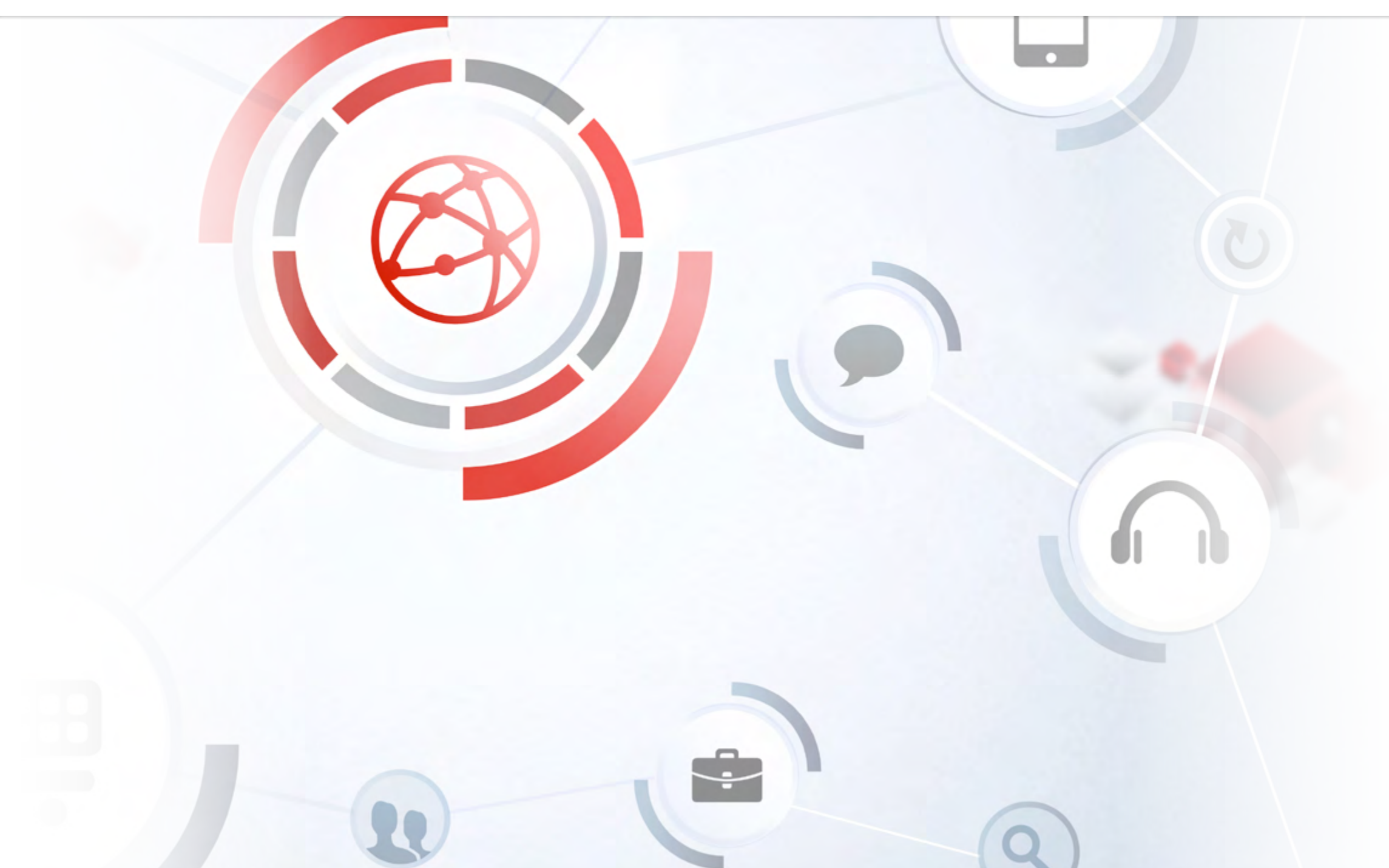
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