



Professional Services

Rapid Results. Long-Term Optimization.

RIGHT
NOW
TECHNOLOGIES

RightNow® CORE™ Services

A Proven Process for Successful Solutions.

How can you be sure you're getting the most out of your RightNow Technologies solution? The answer is RightNow CORE (Continuous, Optimization, Results, Expertise) Services. CORE Services are central to our ability to deliver dynamic solutions that help customers produce rapid business results and continuous successes. At RightNow, we understand that successful implementations are a continuing process—not a single event. By combining our proprietary LifeCycle Solutions Methodology™ with a comprehensive portfolio of consulting, development and education services, RightNow's Professional Services experts help customers optimize their solution—making implementations and consulting engagements complete, predictable and tailored to your business.

RightNow CORE Services

- **Continuous** Services provided throughout the solution life cycle to ensure optimal ROI
- **Optimization** Review primary business goals, enhance and revise solution strategies and tactics
- **Results** Set clear objectives and deliver on our customers' terms
- **Expertise** Delivered by certified consultants with business and technical expertise from over 1,000 deployments

RightNow Professional Services

Consulting Services

LifeCycle implementation packages, implementation toolsets, project planning services, optimization consulting, upgrade coaching, reports coaching, customized consulting services

Education Services

Computer-based-training (CBTs), staff certification, basic and advanced workshops available in Montana or offered regionally, user conferences, customized education services

Development Services

Integration, including integration connectors, design, assisted or full-service integrations, customization, data services



The RightNow LifeCycle Solutions Methodology

A Phased Approach for Long-Term Optimization.

RightNow Technologies understands that successful implementations are a continuing process—not a single event. That only through careful alignment of strategy, process, design, technology and people can you achieve your business objectives.

Through a phased LifeCycle approach, RightNow Professional Services combine project management with technical and business-focused consulting services. These are delivered in stages of Discovery, Go Live, Adoption and Evolution. Unlike other vendors who only focus on short-term results, RightNow can address every customer's immediate needs while evolving your solution over its lifetime. The result: improved CSR efficiencies and customer response times, higher customer satisfaction, smoother contact center operations, improved business procedures and rapid ROI.

A Better Approach to Service

Defining success on the customer's terms. Customer satisfaction, not billable hours, remains our definition of success.

Flexible Professional Services Offerings RightNow offers fixed-price packages and custom-scoped services to provide a cost-effective, reduced risk solution

Clear Deliverables Continuous accountability, a rare commodity in the service industry, is the centerpiece of every RightNow program

Experienced Consultants, Project Managers and Trainers Bringing with them best practices gained from over 1,000 customer implementations

A System for Continuous Accountability

To meet the demands of a changing business environment, the RightNow LifeCycle approach has been developed around phases that assure continuous accountability for performance and results:

Discovery Phase Working closely with your staff, our Professional Service experts determine requirements, align business processes and help define success metrics, each tailored to your business.

Go Live Phase RightNow experts guide you to achieve rapid system configuration and deployment of your solution.

Adoption Phase With RightNow best practices to guide you, a project manager utilizes a remote Tune-Up to revisit your objectives, determine enhancements that achieve high user adoption, feature utilization and optimum staff skill levels.

Evolution Phase A comprehensive Optimization Program assesses four critical areas including the application, business processes, user adoption and effectiveness and technical support. Additional functionality is deployed and recommendations are implemented for optimizing your solution.

Dedicated RightNow Professional Services experts deliver continuous support and results accountability in aligning the solution with your business process and strategy, through service offerings.





Consulting Services

Expertise for Every Step

In this business, experience counts. With best practices gained in the course of eight years and over 1,000 installations, RightNow's CORE Services deliver focused Consulting to help managers drive critical success factors throughout every stage of their solution life cycle. In the Discovery phase, RightNow's consulting experts help you determine strategic business objectives, align needs with solutions, and establish specific measures and baselines for operating standards. At the Go Live phase, a project plan is made with an assessment of success factors as well as risks. A rapid deployment path leads to a fully configured site that achieves business objectives. In the Adoption phase, business solutions are adjusted to ensure full user adoption and user excellence. The Evolution phase provides measurement against business objectives to align support for service expansion into other areas of need within the organization.

"With your assertive, yet sensitive leadership, the project leaders throughout the MTA family of agencies have successfully worked together to craft and implement a work plan that, for the first time in over 30 years, has brought together a half-dozen diverse business units. RightNow has enabled MTA to finally speak with one voice as we communicate with our 8 million daily customers."

— Metropolitan Transportation Authority

New Customer Services

Several RightNow CORE Services are designed specifically to help the new customer fully implement and realize the full potential of their RightNow solution.

RightNow has designed a variety of Implementation Packages that meet the individualized needs of a wide range of customers. Each is designed to bring systems online quickly and the Optimization Program ensures that the customer's staff, product and processes remain aligned to achieve successful long-term results.

Services range from low-complexity installations for companies with in-house capabilities to active engagements that deliver business objectives and metrics planning; resource and content planning; application configuration and deployment; and hosting-related services. Whatever your level of implementation needs, LifeCycle Services exceed your expectations.

"RightNow's implementation process produced a fully functional online help center. Remington now offers a robust Web customer service solution that answers nine out of every ten customer inquiries."

– Remington

Optimization Services

Once customers are up and running with their RightNow solution, Professional Services offer ways to help you adapt to changes in needs, solution goals and strategies. These include an Optimization Program, upgrade and/or reporting coaching, new features implementation as well as consulting services that can be customized to your specific needs.

When used in conjunction with selected Education and Development Services, RightNow Consulting Services deliver complete solutions to a wide variety of customers in diverse businesses.

Optimization Services Case Study:

For one RightNow customer, the results of a Tune-Up were remarkable.

- Sixteen days before a RightNow Professional Services Tune-Up, Thule, a manufacturer of car rack systems, handled almost 500 emails resulting from over 3,700 self-service sessions for a success rate of around 87%.
- Sixteen days after the Tune-Up, only 200 questions came in despite the fact that self-service volume had risen to 8,460 sessions—a success rate of over 97%.



"RightNow suggested many changes to our interface that had nothing to do with our RightNow software. Those suggestions turned out to have a very powerful impact on the effectiveness of the site at meeting the needs of customers."

– Thule Marketing Manager



“I had high expectations for the onsite training, but I never dreamed we would actually accomplish enough to ‘flip the switch’ and go live. The RightNow staff continuously adjusted their pace and style to fit ours, anticipated most questions and got all of us to a point where we're comfortable every time we log in to the system.”

**— HRSA Office of
Information Technology**

Education Services Designed for Optimal Learning

Once your RightNow solution is installed, our experienced consultants and trainers provide Educational Services that allow us to share best practices learned from hundreds of successful customer implementations. Through certification programs for both administrative and staff levels, RightNow provides education to ensure your team learns how to configure, operate, manage and optimize your solution. Education Services uses a "Learn by Discovery" method, which is a hands-on, guided program designed for optimal learning. We offer training for beginner and advanced users and administrators as well as customized onsite training engagements at any or all of the Discover, Go Live, Adoption or Evolution phases of the LifeCycle. Helping gain full user adoption, full feature utilization, and alignment of business processes with key corporate strategies ensures continuous accountability and rapid ROI.

Development Services Solutions that Enhance Your Business

RightNow Development Services blend existing technology and knowledge with your new solution when you are ready. Application engineers work with Project Planners in the Discovery and Go Live phase to map-out what and when you will need to customize your solution. Dedicated application engineers who help design simple or long-term, multi-phased projects will be there throughout the Evolution phase to ensure your data, end-user interface, reporting, customization and integration requirements have been tested and function to meet your changing needs.

Integration

Our CORE Professional Services offer fixed scope as well as customized integration services. Our experienced integration team can install the RightNow solution with other enterprise applications including eCommerce, ERP, SCM, call center, CRM, SFA and MA. Even companies with an in-house technical staff will benefit from guidance in situations where multiple systems need to be integrated. Our integration experts use XML (Extensible Markup Language) technologies to provide a single source platform with powerful functionality for Internet access and integration of enterprise applications. The result is a smoother, faster, more effective integration project that results in operational and cost efficiencies, increased sales opportunities, and more loyal customers.

Benefits of Integration:

- Transfer valuable information to and from your RightNow solution with other enterprise applications
- Improve contact center performance with complete customer interaction histories
- Target customers more effectively for sales and marketing efforts
- Improve operational efficiencies
- Leverage current IT investments

Customization

RightNow CORE Services offer support for modifying the RightNow solution to match the functional and technical designs of your business. Some examples of areas that can be customized include matching your corporate look and feel, user interfaces, configurations, reporting, administration and other expanded uses.



Data Services

RightNow CORE Services offer a full range of Data Import Services to simplify the transfer of existing data from one source to your RightNow solution. With options for low, medium and high complexity projects in hosted or non-hosted environments, Data Services allow information from single or multiple sources to successfully migrate into a RightNow solution. Data Services saves you time while assuring full utilization of your valuable data.

RightNow Service can be fully customized to match the look and feel of your Web presence as well as enhance your site's performance objectives.

Optimize Your System. Maximize Your Results.

The real value of RightNow Professional Services is measured in the increased productivity and ROI that comes from optimizing your system for your particular requirements and customizing its operation to perfectly match your company's strategies.

It's one reason RightNow Service has gained such a strong reputation for customer satisfaction.

To learn more about CORE Professional Services from RightNow Technologies, give us a call. One of our Corporate Account Managers will be glad to be of service, right now.

RightNow Technologies
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PANA



THE RIGHTNOW PROMISE

- We will prove the value of our solution.
- We will fairly and accurately represent the capabilities of our software.
- We will continually invest in your success.

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