

Growing Customer Relationships

RIGHT
NOW
TECHNOLOGIES



**It's the
21st Century.**

**What are
your customers'
expectations?**

**How do you exceed
them and still stay
within budget?**

One measure of success is how well a company serves its customers. Another is how well they meet, and even exceed their aggressive service goals within increasingly tight budgets.

With multiple customer interaction points – email, phone, fax, mail, web and chat – how will you guarantee customers a seamless, consistent service experience? How will you capture, organize and manage customer data to drive proactive communications? And how will you achieve all this and still reduce customer service costs? The answer comes from a company that has transformed customer service from a business into a passion.

The answer is here. RightNow.

RightNow® Technologies

Transforming the Relationship Between Companies And Customers

Why do we care so much about customers? It is simply because they are the centerpiece of business. Ours. Yours. Everyone's. At RightNow Technologies, our passion is for successful customer relationships.

That means empowering companies to take charge of customer interactions at every level. To provide the best possible experience and the most successful outcome, while reducing the costs of running a customer service operation. It means moving customer service from rudimentary service to proactive service by addressing customer issues before they burden a customer service organization.

It means increased customer satisfaction, higher self-service rates, increased "one-and-done" interactions, more personalized outbound communications and more valuable information from every customer interaction.

It means evolving service centers into profit centers with products that perform as promised. And for companies around the world, it means working with people who are as intensely focused on customer satisfaction as you are. It means working with the power of RightNow Technologies.

"RightNow Technologies has a revolutionary approach to customer care that means we enjoy as good a relationship with them as they have enabled our customers to have with us. "

— Pioneer GB Limited

The RightNow Solution

A Comprehensive, Multi-Channel Approach



RightNow Technologies merges both the traditional and online customer service and support channels in ways that are altering the industry landscape. The goal is to provide the best path between your company and your customers while enabling preemptive service inquiries through proactive email communications.



RightNow Service™ **Bringing Customers and Companies Closer Together**

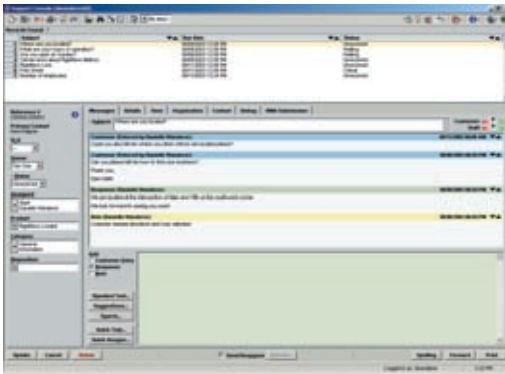
Having worked with over 1,000 customers, RightNow succeeds by continually proving the value of our solution. And nowhere is that passion for success more evident than in the performance and results our customers have experienced with RightNow Service.

RightNow Service is a customer service application that merges both traditional and online service and support channels. Developed from the ground up to be a truly integrated solution, RightNow Service is both easy to implement and maintain. With a single, intelligent knowledge base, all customer interactions are captured in a way that allows improved customer satisfaction, decreased service costs and greater agent productivity.

With RightNow Service, customer service and contact center operations can:

Implement contact center efficiencies that reduce costs while improving service.

RightNow Service improves nearly every aspect of your customer service operation. Agents work more efficiently. Managers are provided tools that expand workflow, tracking and reporting capabilities. Information is more easily distributed and more effectively integrated into a customer service operation. The result is greater control over the cost of providing a higher level of service for customers.



A multi-channel customer service view through RightNow Service.

Create a consistent, unified customer experience across all interaction channels.

RightNow Service is a powerful solution for improving customer service. Every customer interaction is captured and managed in one application. As a result, contact center agents who typically use a half-dozen or more applications to manage multi-channel customer interactions now use RightNow Service to work across all service channels.

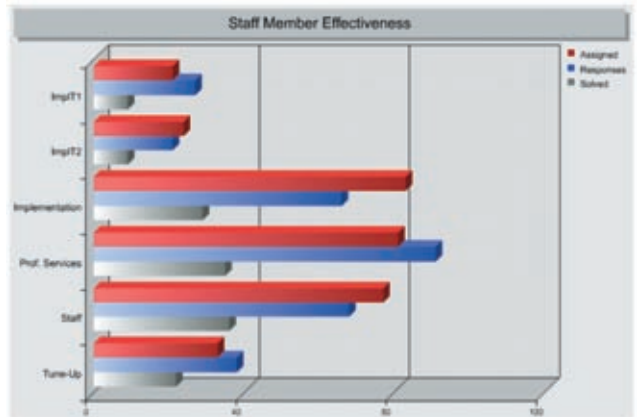
Dramatically improve "One-and-Done" contact resolution rates.

Customer satisfaction improves when inquiries are directed to the agent best-suited to provide consistent and accurate answers...the first time.

RightNow Service makes it happen with sophisticated routing and queuing capabilities, combined with the ability to efficiently access answers through the knowledge base and a powerful desktop application that places complete, up-to-date customer information at the agents' fingertips.

Quickly measure performance with powerful reporting and service analytics.

Company productivity increases when key business insights and immediate measures of service organization effectiveness can be analyzed in real-time. RightNow Service has a powerful, sophisticated reporting engine that is fully integrated across channels to allow easy tracking and reporting. A flexible interface offers standard reports such as agent performance, service summary, and queue effectiveness, as well as custom reports with unique, exception-based notification features. Armed with these insights, companies can improve Service Level Agreement (SLA) rates and other factors influencing the success of a service organization.



RightNow service analytics measure service and staff effectiveness.

The Solution You Need for Superior Customer Interactions

RightNow Service is designed to easily capture, manage and track all service interactions in one, consolidated, intelligent knowledge base. Important capabilities include:

- Customer self-service
- Email response management
- Live chat & collaboration
- Voice self-service
- Call tracking
- Multi-channel case management
- Knowledge management
- Employee and channel service and support
- Follow-up satisfaction surveys
- Powerful service analytics
- Customizable user-specific views
- Agent response assistance
- Intelligent routing and queuing
- Consolidated customer data
- SLA management
- Entitlement or contract management
- Security and access controls
- Integration API



RightNow Outbound™

Anticipating Customer Needs—The Power of Proactive Customer Communication

With better customer information comes a greater opportunity to serve customers. An outbound email solution, with out-of-the-box integration to RightNow Service, RightNow Outbound empowers companies to preempt service inquiries by proactively targeting customers and prospects with personalized communications. It is the solution for companies looking to leverage vast amounts of customer information gained from traditional and online customer service interactions to build relationships.

RightNow Outbound is a powerful solution with impressive benefits.

Drive proactive customer service and targeted communications.

RightNow Outbound places the customer at the center of outbound email communications. The result is more relevant, more timely and more personalized outbound email communications. Whether proactively managing service issues or capitalizing on revenue-generating opportunities, RightNow Outbound reduces costs while improving profitability.

Optimize the content and delivery of outbound efforts.

RightNow Outbound includes a powerful "test cell" feature that allows you to test messages before mass distribution and identify the most effective communication. Randomly generated list sub-segments can be easily created based on specific numbers or percentages. Different results can be analyzed at a glance with side-by-side comparisons or by drilling down to specific details. The result is a stronger message that is better aligned with customer needs.

Better manage inbound responses.

Every department can more easily take advantage of the wealth of highly-relevant customer information contained in email responses by using efficient, flexible workflow rules and auto response capabilities. A major benefit is more timely management of email responses that result in higher customer satisfaction ratings and the ability to capitalize on opportunities that were previously missed.

Gain better, more powerful information with customer analytics.

RightNow makes quick work of obtaining key metrics such as click-thrus and email open rates through a powerful analytics interface that allows customer service managers to view results for groups as well as individual CSRs. Results are easily displayed in pre-defined drill-down reports that can be cross-referenced with key demographic data. With better metrics, companies achieve a greater understanding of customers through information that can be leveraged at all levels of service and marketing operations.

Innovative RightNow Outbound Features

Preempt Customer Interactions with Proactive Communications

- Intuitive email creation interface
- Detailed personalization
- Robust list management
- Advanced WYSIWYG content editor
- Comprehensive test cells for message optimization
- Centralized content management
- High-volume delivery engine
- Integrated email response management
- Powerful analytics
- Seamless RightNow Service integration



RightNow CORE Services

Best Practices for Providing the Best Customer Service Solution

The best way to raise the quality of customer service while lowering service contact center costs is to optimize the interactions between customers and agents. RightNow CORE Services help companies achieve that goal through training and consulting that carefully align strategy, process, design, technology and people. RightNow Lifecycle Solutions include professional consulting, education, integration and customization services that draw on in-depth knowledge and hands-on experience gained from hundreds of implementations.

Consulting Services RightNow CORE Services deliver focused Consulting to help determine business objectives, align needs with solutions and establish specific baselines and measures.

Education Services Experienced RightNow consultants and trainers share best practices and ensure that in-house teams learn how to configure, manage and optimize their RightNow solution.

RightNow® Technologies LifeCycle Solutions Approach



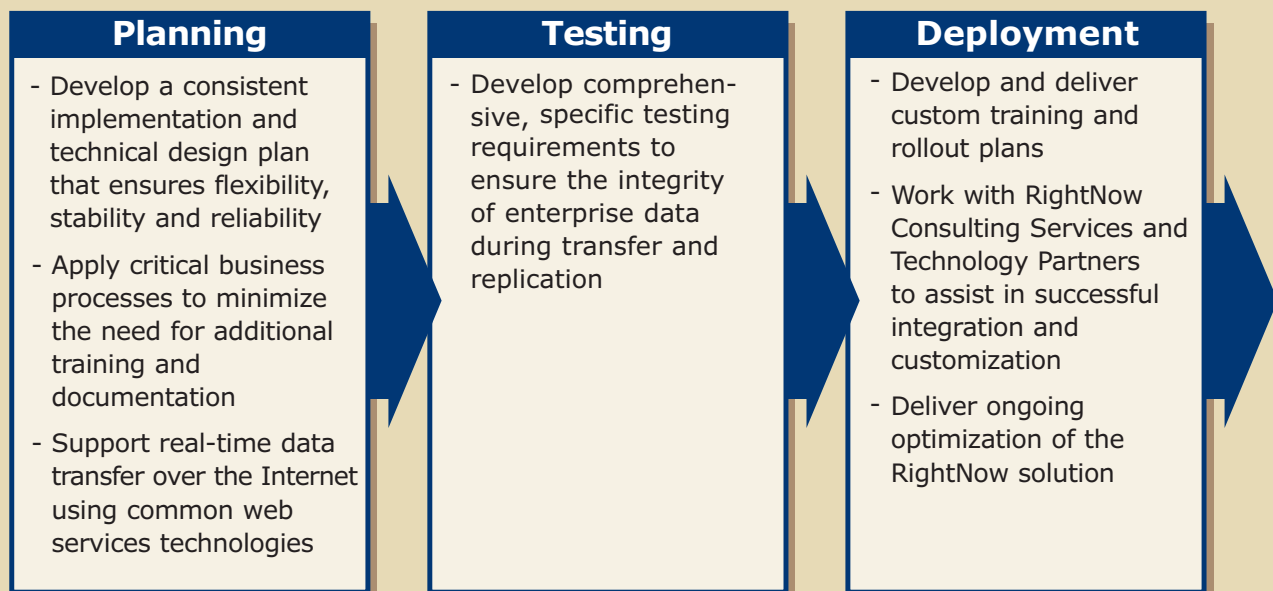
Integration and Customization Services Continually anticipating future needs is one way we work to earn your business. With CORE Services, fixed scope as well as customized integration and customization services are provided by dedicated RightNow application engineers who help meet a company's changing needs. Experienced integration teams have integrated RightNow solutions with other applications including Avaya, Remedy, Clientele, Siebel, Onyx, Vantive and Quintus. Using XML (Extensible Markup Language) technologies, RightNow integration experts provide a single-source platform with powerful functionality for internet access and integration of enterprise applications. With smoother, faster, more effective integrations, companies are enjoying a wide range of benefits. Armed with complete customer interaction histories they are improving contact center performance, targeting customers with more effectively focused sales and marketing efforts and realizing greater operational efficiencies.

"It was clear right away RightNow was what we were looking for. It was highly customizable to our specific needs and offered easy integration with our existing CRM platform. It completed our 360 degree view of the customer and closed our communications loop."

— Canon Canada

A Timely, Phased Approach to Successful Integrations

RightNow has developed a proven methodology that assures consistent, reliable, and successful integrations. Using a phased approach, we focus on key factors achieving a successful integration:



Intelligent Components for Comprehensive Service

RightNow Technologies combines strong products, experienced support and innovative thinking to provide the tools and infrastructure your company needs to meet the most ambitious customer service objectives.

RightNow Live™

RightNow Live provides immediate access to personalized service—right when your customers need it. Agents have the ability to push web pages to your customers who are in the queue to help provide the answers they need. This, along with live co-browsing, ensures agents can immediately interact with customers to help them answer critical questions and complete a purchase.

Voice Self-Service

The voice-enabled RightNow Service provides your customers answers to inquiries immediately via the phone, while service representatives are assisting other customers. The system allows customers to search the dynamic knowledge base using natural, flexible voice instructions. By joining voice processing technologies with the industry's leading knowledge base, RightNow improves self-service success rates and reduces customer service operating costs.

RightNow Metrics™

With the ability to produce automatic, closed-incident and on-demand surveys quickly and inexpensively, RightNow Metrics helps track customer satisfaction and inquiry resolution. It's a fast, efficient way to identify opportunities, close-the-loop in your customer communications and improve the effectiveness of any service organization.

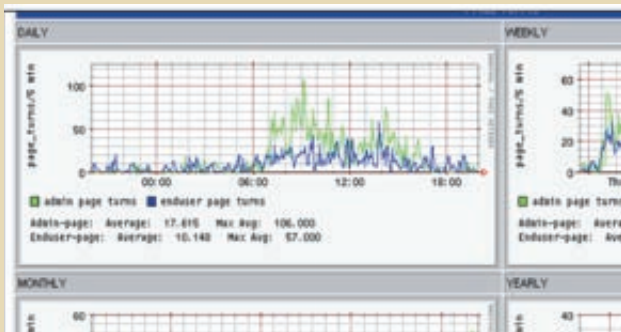
RightNow Locator™

When it's time to drive online customers to your physical location, RightNow Locator is the tool of choice. A web-based location program, RightNow Locator directly links a company's web presence to its real-world locations. Using multiple criteria that best suits your specific business need, Locator is an effective tool for growing the business for your product or service.

Hosting Management Systems (HMS)

RightNow is a recognized leader in providing the advantage of operating customer service in a hosted or non-hosted environment. With RightNow HMS, companies can monitor their business-critical, hosted customer service application similarly to internally deployed applications. A two-stage system allows web

managers to set-up test servers for upgrades before moving their production environments to the upgraded software. HMS services include assistance in determining site utilization effectiveness and projecting future resource needs. For hundreds of clients, RightNow HMS means radically reduced implementation costs, faster start-ups and the virtual elimination of ongoing maintenance.



RightNow Hosting HMS allows customers to monitor business-critical hosted applications.

Language is No Barrier.

RightNow Service facilitates global operations by allowing you to function in any of the following languages:

- Chinese (Cantonese)
- Chinese (Mandarin)
- Chinese (Simplified)
- Czech
- Dutch
- English
- English (UK)
- Finnish
- French (European)
- French (Canadian)
- German
- Italian
- Japanese
- Polish
- Portuguese (Brazilian)
- Spanish
- Swedish

"It was great to be given time with a test server to tweak our implementation. I couldn't imagine a more convenient, anxiety-free way of executing a software upgrade than RightNow's HMS."

— CreditMinder

The RightNow Promise

RightNow Technologies is revolutionizing the way software vendors do business. We provide more than just software to customers, we provide an experience. The value of RightNow solutions is proven through our quick, quantifiable results. We will fairly and accurately represent the capabilities of our software.

And we don't stop when the software is implemented. We continually invest in your success through customer events, ongoing product development based on your feedback and by continually optimizing your customer service organization through our best practices education.

Innovative thinking, comprehensive planning, outstanding service and proven solutions. Bottom line – RightNow is passionate about our customers' success.

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.

"Most importantly, the people and business processes at RightNow are top-notch. They were helpful and friendly at all times, provided excellent documentation for their product, and set clear expectations and goals for us."

–Vindigo

"Implementing RightNow was not like buying a shrink-wrapped box and crossing your fingers. We knew exactly what we were getting and what kind of people stood behind the software."

–Raymarine

Powered by **RIGHT
NOW**

How Are You Making Every Customer Interaction Count?

For those with a passion to succeed, the answer is RightNow Technologies, a company wholly invested in the success of our customers. For those who understand the need to evolve to the next generation of customer service – who are as committed to exceeding their customers expectations as they are to reducing their company's costs – the answer is RightNow.

To find out more about how RightNow is altering the landscape of customer service, call 1-877-363-5678. Or visit RightNow Technologies at www.rightnow.com.

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