

## ORACLE RIGHTNOW CX CLOUD SERVICE MAY 2012 RELEASE - CAPABILITIES & BENEFITS

Every interaction is a relationship opportunity to grow your business

CREATE RELATIONSHIP  
OPPORTUNITIES TO GROW YOUR  
BUSINESS

### KEY FEATURES

- Combined RightNow CX Cloud Service and Fusion Sales
- Chat availability controls
- Chat transcript scrolling
- Community Thread Management
  - Pagination
  - Move Comments
  - Mobile Discussions

### KEY BENEFITS

- Increase customer retention, sales, and profitability with the combination of RightNow CX Cloud Service and Fusion Sales
- Improve reliability and use of the chat channel with chat availability controls
- Increase agent productivity with chat scrolling
- Increase community usability and adoption with community thread management enhancements

### RELATED PRODUCTS

The following related products are available from Oracle:

- Fusion CRM
- Fusion Sales Campaigns
- Fusion Sales Predictor
- Fusion Marketing

*The May 2012 release of Oracle RightNow CX Cloud Service combines Oracle Fusion Sales to enable organizations to achieve sustainable business growth through relevant interactions that increase revenue and drive efficiency. Chat availability enhancements provide customers with a more reliable Web experience and increase usage of the chat channel. Thread management enhancements allow organizations to increase usability and accessibility of the community to drive higher adoption and reduce service costs.*

### Combination of RightNow CX Cloud Service with Fusion Sales

Relevant interactions build stronger relationships

RightNow's CX suite combined with sales history from Fusion Sales enables agents to provide customers with relevant service. When the service agent is aware of the customers' value as well as the products and services that the customer already owns, they provide more relevant service that better meets the customer's needs. Additionally, with RightNow's service history available within Fusion Sales, sales representatives are aware of their customer's issues and are able to advocate and collaborate with service to proactively resolve those issues for them. Providing relevant interactions and proactively solving customer problems builds stronger relationships with customers.

Using the combined Oracle RightNow CX Cloud Service and Oracle Fusion Sales solutions, organizations can increase customer retention, drive higher levels of customer advocacy, and increase sales conversion rates with tools designed to:

- Provide a complete, cross-channel view of the customer to sales, marketing and service.
- Enable agents to understand customer value based upon prior buying habits and existing opportunities.
- Empower sales and service departments to easily collaborate and proactively solve customer issues.
- Allow sales to easily review service history in preparation for sales calls.

Deeper Insight Enables Targeted, Personalized Opportunities

The combination of Oracle RightNow CX Cloud Service and Oracle Fusion CRM allows sales and marketing organizations to leverage service interactions from RightNow CX and sales prediction and segmentation capabilities from Fusion Sales. This helps companies to:

- Better match products and services to specific customer needs based on customer service history.

- Deliver targeted, personalized interactions intended to help customers derive more value from purchases and to inform future buying decisions.
- Identify new opportunities to increase deal size and conversion rates.

Stronger relationships increase retention, reduce acquisition costs and increase profitability

When organizations understand their customers, provide relevant interactions and offer the right products and services at the right time, organizations build stronger relationships and earn the right to engage again with these customers. When organizations can sell to existing customers, the cost of sales is less than acquiring new customers and, thus, profitability is increased.

### Chat Availability Controls

Chat availability controls enable an organization to control when chat links are available based on criteria such as chat availability, agent availability, and queue times. This additional control provides a more reliable service experience for users when agents are not available or queue times are long.

Configurable feedback and messaging can be provided to customers to improve service quality by setting appropriate expectations for chat availability and wait times.

Additionally, this “out of the box” capability reduces customization and professional services costs.

### Chat Transcript Scrolling

The Chat Transcript Scrolling Option allows a user to control whether or not the transcript area scrolls to display new message posts as they arrive. Setting the agent’s scrolling preference can save an agent time in responding to requests, thus providing the customer with more efficient service.

### Community Thread Management Pagination, Move Comments, and Mobile Discussions

Community thread management allows organizations to increase usability and accessibility of the community to drive higher adoption and reduce service costs. Pagination on long threads makes it easier for customers to locate solutions. The ability to Move Comments between posts allows moderators to keep discussions relevant and on topic. And, Mobile Discussions keep power users and moderators connected while on the go by allowing them to follow up on notifications from their mobile devices.

## Contact Us

For more information about [insert product name], visit [oracle.com](http://oracle.com) or call +1.800.ORACLE1 to speak to an Oracle representative.



Oracle is committed to developing practices and products that help protect the environment

Copyright © 2012, Oracle and/or its affiliates. All rights reserved.

This document is provided for information purposes only and the contents hereof are subject to change without notice. This document is not warranted to be error-free, nor subject to any other warranties or conditions, whether expressed orally or implied in law, including implied warranties and conditions of merchantability or fitness for a particular purpose. We specifically disclaim any liability with respect to this document and no contractual obligations are formed either directly or indirectly by this document. This document may not be reproduced or transmitted in any form or by any means, electronic or mechanical, for any purpose, without our prior written permission.

Oracle and Java are registered trademarks of Oracle and/or its affiliates. Other names may be trademarks of their respective owners.

Intel and Intel Xeon are trademarks or registered trademarks of Intel Corporation. All SPARC trademarks are used under license and are trademarks or registered trademarks of SPARC International, Inc. AMD, Opteron, the AMD logo, and the AMD Opteron logo are trademarks or registered trademarks of Advanced Micro Devices. UNIX is a registered trademark licensed through X/Open Company, Ltd. 0112

**Hardware and Software, Engineered to Work Together**