

ORACLE RIGHTNOW DYNAMIC AGENT DESKTOP CLOUD SERVICE: CONTACT CENTER EXPERIENCE DESIGNER FEATURE

TURN CONSUMERS INTO
ADVOCATES

KEY FEATURES

- Versatile workspace design capabilities
- Drag-and-drop workflow design application
- Agent scripting for guidance in special situations
- Desktop add-in framework for quick integration of agent applications
- Agent profiles for defining workflows and workspaces

KEY BENEFITS

- Provide an optimal customer experience
- Reinforce customer satisfaction and loyalty
- Empower agents to work with maximum efficiency
- Minimize training required for new agents

How do you bridge the gap between internal processes and customer experiences? The Contact Center Experience Designer feature of Oracle RightNow Dynamic Agent Desktop Cloud Service gives you control of the customer experience. You decide how agents should handle each situation and then design the experience to match. With Contact Center Experience Designer, it's easy to design end-to-end experiences for the multichannel Oracle RightNow Dynamic Agent Desktop Cloud Service.

Deliver a Superior Customer Experience

Oracle RightNow CX Cloud Service gives you the power to turn business processes outside-in, enabling all of your agents—from the most to the least experienced—to deliver the superior experiences that turn your consumers into your best advocates and keep them buying more products and service.

Engender Customer Satisfaction and Loyalty

Agents are only as good as the business processes backing them. Contact Center Experience Designer enables your agents to focus on customers rather than on learning new applications. As a result, they receive higher satisfaction ratings and engender customer loyalty.

Make Your Agents More Effective

When agents have to navigate numerous disparate systems, their productivity is diminished. With Contact Center Experience Designer, you can weave together end-to-end experiences, enabling every agent to be as efficient as your best staff members. This kind of experience makes your customers happy and improves your bottom line.

Minimize New-Agent Training

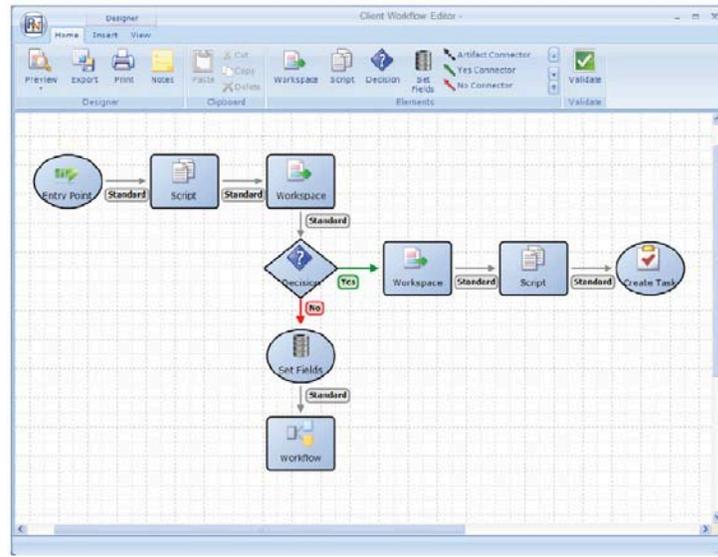
Agents shouldn't have to memorize rules and navigate business processes. With Contact Center Experience Designer, you can design experiences that guide new agents through each interaction and automate tasks so they don't have to think about them. As agents gain skills, you can design more-efficient and more-powerful customer experiences.

Gain Real-Time Control of the Customer Experience

With traditional customer relationship management (CRM) projects, even simple changes can be time-consuming and costly, once your system is set up. In contrast, Contact Center Experience Designer puts you in the driver's seat from concept through deployment, providing the tools you need for making changes on the fly. Instead of waiting in line for IT to implement an expensive projects, you can modify existing experiences, deploy new customer experiences, and bring new brands and business units online without delays or downtime.

Unify Experiences Across Media Channels

Customers today use many channels to communicate. Contact Center Experience Designer enables you to design customer experiences that all of your agents can use with any media channel supported by the agent desktop, including phone, e-mail, Web, chat, cobrowse, support communities, and cloud conversations (Facebook, Twitter, and so on). When you bring these media channels onto the agent desktop, you can immediately unleash the full power and flexibility of Contact Center Experience Designer with tools such as workflow and scripting.



The desktop workflow designer within Oracle RightNow Dynamic Agent Desktop Cloud Service

Design the Experience

Oracle RightNow Dynamic Agent Desktop Cloud Service gives you the tools you need for designing optimal contact center experiences. Whether you're designing how your agents greet customers, manage call flow, troubleshoot an issue, or handle sensitive situations, you have an array of tools at your disposal.

Workspace Designer

With Contact Center Experience Designer, you can design screens for agents to use in Oracle RightNow Dynamic Agent Desktop Cloud Service. You can design as many screens as your agents need, giving them the right information for each interaction, from start to finish. You can also specify rules for how each screen should adjust, based on the context of the interaction or the customer's information. This enables agents to focus on the customer in every situation.

Desktop Workflow Designer

With Contact Center Experience Designer, you can design the flow for each experience, using the desktop workflow designer. Unlike rule-based systems, this design application puts you in the driver's seat, enabling you to design workflows visually from one screen to the next. Using the powerful drag-and-drop workflow designer, you can guide agents through one or many business processes while automating tasks in the background. You can also use the workflow designer to create flows that adjust according to agent skills, interaction context, and customer segment.

ORACLE RIGHTNOW CONTACT CENTER EXPERIENCE

Oracle RightNow Contact Center Experience is part of the market-leading Oracle RightNow CX Cloud Service, which offers an integrated approach to customer experience. With Oracle RightNow CX Cloud Service, you can provide a seamless customer experience in 33 languages across multiple touchpoints—from your knowledge foundation and contact center to your corporate Website and social communities. Deliver exceptional customer experiences that put you head and shoulders above your competitors.

RELATED PRODUCTS

Oracle RightNow Contact Center Experience provides functionality for case management, interaction management, and enterprise integration. It includes Oracle RightNow Dynamic Agent Desktop Cloud Service and integrates with these other products:

- Oracle RightNow Engage
- Oracle RightNow Platform
- Oracle RightNow Social Experience
- Oracle RightNow Web Experience

Oracle RightNow Guided Assistance Cloud Service

Your best agents know the fastest way to troubleshoot and resolve key customer issues. Oracle RightNow Guided Assistance Cloud Service enables them to share their decision processes and best practices with other agents. By employing this tool, you can design decision tree guides that agents can use to identify the nature of customer issues and then resolve them. Agents can access the guides proactively during interactions, or you can specify where they apply in each workflow.

Oracle RightNow Agent Scripting Cloud Service

Some situations require special handling. Oracle RightNow Agent Scripting Cloud Service enables you to deliver a consistent experience in such situations. Using a highly visual drag-and-drop designer, you can design script flow as well as the information and choices at each step in the flow. You can design each page of a script graphically, with agent instructions, interactive controls, rules, and more. And you can also design the flow across pages, including branching logic within the unified Script Designer feature of Oracle RightNow Agent Scripting Cloud Service. With the drag-and-drop designer, you can designate where each script should appear in each workflow as well as the conditions under which the script should be shown.

Desktop Add-In Framework

Contact Center Experience Designer extends the Oracle RightNow Dynamic Agent Desktop Cloud Service to include all applications and systems that agents employ. Instead of waiting in line for expensive server-based integration projects, you can use the desktop add-in framework to quickly integrate applications right on the desktop. Once applications are integrated with Oracle RightNow Dynamic Agent Desktop Cloud Service, you can designate how and when they're used by agents in workspaces, workflows, and scripts. With add-ins, you can design and deliver all aspects of each contact center experience within Oracle RightNow Dynamic Agent Desktop Cloud Service.

Agent Profiles

Use profiles to define how agents use Oracle RightNow Dynamic Agent Desktop Cloud Service. You can specify which workflows and workspaces they use, how they receive incoming interactions, and which channels they use. You can also grant them permissions.

Contact Us

For more information about the Contact Center Experience Designer feature of Oracle RightNow Dynamic Agent Desktop Cloud Service, visit oracle.com/rightnowcx or call +1.800.ORACLE1 to speak to an Oracle representative.



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Hardware and Software, Engineered to Work Together