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RIGHTNOW CX
CLOUD SERVICE

ORACLE RIGHTNOW SELF SERVICE FOR FACEBOOK CLOUD SERVICE

CREATE A SERVICE PRESENCE ON THE WORLD'S LARGEST SOCIAL NETWORK

KEY FEATURES

- Patented, self-learning knowledge foundation

- Single view of customer interactions across channels

- Support for threaded discussions and other community features

- Agent-assisted service

- Sentiment analysis for monitoring the tone and content of social discussions

- Common knowledge foundation

- Real-time dashboards and reports

KEY BENEFITS

- Provide consistent, exceptional customer experiences across all channels

- Deliver on your brand promise on a Website where your customers are

- Amplify your brand and attract new fans by enabling customers to share experiences with their friends

- Control your brand by moderating user-generated content

Oracle RightNow Self Service for Facebook Cloud Service gives your customers and fans multiple options for interacting with your organization—including self-service, crowd service, and agent-assisted service—directly from a customer service tab on your Facebook page.

Interacting with Customers on Facebook

With more than 500 million active users spending more than three billion hours per month on its Website, Facebook has become an essential piece of the customer experience strategy. It represents a unique opportunity to reach consumers on their own turf and deliver exceptional customer service. Using Oracle RightNow Self Service for Facebook Cloud Service, you can differentiate your brand by increasing your relevance, growing your fan base, and delivering on your brand promise where your customers are. With this customer relationship management tool, you can provide quick responses across multiple channels.

Key Functionality

Oracle RightNow Self Service for Facebook Cloud Service offers multiple service options to consumers and fans looking to interact with your company.

Self-Service

Help your customers help themselves by giving them the right information up front. Enable them to browse suggested topics and perform keyword searches on the content in your knowledgebase as well as your community so they can find answers without leaving Facebook. Oracle RightNow Self Service for Facebook Cloud Service's patented, self-learning knowledge foundation collects data on the interactions on your Website, in the contact center, and through social channels to continuously improve the answers it delivers.

Crowd Service

Enable consumers to help each other via threaded discussions and other community features tailored to consumers who want to ask and answer questions and submit their ideas. The best answers are marked for future reference, and unanswered questions escalate to the agent desktop for further assistance, so nothing slips through the cracks. Your customers also have the option to share their experiences with friends, helping you amplify your brand and attract new fans.

Agent-Assisted Service

Give customers the option to ask for help from an organization representative directly through Facebook. When they choose to ask a private question, the inquiry goes directly to your contact center agent for follow-up. Agents then respond with an e-mail or through the Facebook interface. Meanwhile, the entire interaction is captured in a single customer record, so you maintain a comprehensive view of your customers across channels.

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Oracle RightNow Social 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'll be able to 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 Social Experience includes Oracle RightNow Self Service for Facebook Cloud Service and these other products:

- Oracle RightNow Comments on the Knowledgebase Cloud Service

- Oracle RightNow Innovation Community Cloud Service

- Oracle RightNow Social Designer Cloud Service

- Oracle RightNow Social Monitor Cloud Service

- Oracle RightNow Support Community Cloud Service

Monitoring the Wall

Use Oracle RightNow Social Monitor Cloud Service capabilities to monitor and respond to posts on your wall. The SmartSense sentiment analysis feature of Oracle RightNow Social Monitor Cloud Service automatically detects the tone of posts and flags high-priority comments for immediate follow-up. Best of all, Oracle RightNow Social Monitor Cloud Service seamlessly incorporates all interactions from your Facebook wall in your incident management process, enabling you to route and manage them efficiently.

Common Knowledge Foundation

Maintain a single view of consumer interactions across channels, including Facebook, while delivering consistent experiences and seamless transitions as consumers switch from one channel to another.

Knowledge Collaboration

Invite customers to contribute their perspectives to your knowledgebase by enabling them to rate and comment on official answers. You can also directly embed useful content from your community to keep knowledgebase answers fresh, relevant, and cross-linked with your other customer interaction touchpoints.

Community Moderation

Maintain control over your brand by moderating the user-generated content that appears on the support tab. Rely on the SmartSense feature to flag and queue potentially sensitive or abusive posts before they appear on your Facebook page. And enable your customers to help by flagging content when they think it crosses the line.

Reporting and Analytics

Make sure you're managing this new service channel efficiently and effectively. Take advantage of the real-time analytic dashboards and reports in Oracle RightNow Self Service for Facebook Cloud Service to track incidents originating from Facebook, alongside other customer experience channels.

Contact Us

For more information about Oracle RightNow Self Service for Facebook Cloud Service, visit oracle.com/rightnowcx or call +1.800.ORACLE1 to speak to an Oracle representative.

Hardware and Software, Engineered to Work Together

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