

ORACLE RIGHTNOW INNOVATION COMMUNITY CLOUD SERVICE

BRING THE WISDOM OF YOUR
CUSTOMERS INTO YOUR
INNOVATION PROCESS

KEY FEATURES

- Structured idea center for capturing and prioritizing suggestions
- Concept testing functionality
- Support for personal networks and private messaging
- Out-of-the-box discussion forums

KEY BENEFITS

- Accelerate product release cycles and reduce research and development costs
- Discover profitable new ideas and business opportunities
- Get customer insights and feedback more quickly and cost-effectively
- Improve the quality of new products and services before taking them to market
- Differentiate your brand by creating a culture of collaboration and openness

Oracle RightNow Innovation Community Cloud Service enables you to connect and collaborate with your most loyal, knowledgeable customers—the ones with strong opinions and great product ideas. They'll contribute to your product roadmap; help you validate, prioritize, and refine your ideas; and help you think up your next breakthrough product. And the only rewards they'll want are a sense of ownership in your brand and a feeling of belonging in your community—leaving you with a dynamic, cost-effective path of continuous innovation. With Oracle RightNow Innovation Community Cloud Service, your customers can help you take your products from good to great.

Capture Customer Ideas and Insights

Customers are clamoring to be heard. If you're not actively engaging them, you may be missing out on a wealth of good ideas. Oracle RightNow Innovation Community Cloud Service enables you to bring the wisdom of the crowd into your innovation processes—whether you're making continuous enhancements to the customer experience, improving services, or developing or redesigning products. With Oracle RightNow Innovation Community Cloud Service, your customers will be able to submit their ideas and vote for their favorites through a structured idea center designed specifically to help capture and prioritize the most-promising suggestions. You can also get customers involved in perfecting your organization's own ideas and prototypes through concept testing functionality.

Oracle RightNow Innovation Community Cloud Service is part of a multichannel enterprise feedback solution that combines the social Web monitoring capabilities of Oracle RightNow Social Monitor Cloud Service and the powerful survey management tools of Oracle RightNow Feedback Cloud Service. This solution makes it easy to measure and act on customer input across Web, social, and contact center touchpoints.

Offer a Place to Connect

A community is an ideal place to enable customers to simply connect. Through Oracle RightNow Innovation Community Cloud Service, your customers can form personal networks, communicate through private messaging, and participate in discussions. Discussion forums, which you can use straight out of the box or customize for specific activities, give customers the freedom to explore ideas, identify problems or complaints, and help each other solve problems. They can do so in communitywide forums or limited-access areas reserved for members of certain groups.

Broaden the Conversation

As members of the community, customers can also share community content easily with the broader social Web—by tweeting about it, digging it, e-mailing it, and more. Once the conversation spreads, you'll see increasing traffic in your community, making it a rich source

ORACLE RIGHTNOW SOCIAL EXPERIENCE

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 Innovation Community Cloud Service and these other products:

- Oracle RightNow Comments on the Knowledgebase Cloud Service
- Oracle RightNow Self Service for Facebook Cloud Service
- Oracle RightNow Social Designer Cloud Service
- Oracle RightNow Social Monitor Cloud Service
- Oracle RightNow Support Community Cloud Service

of new insights. Plus, you can monitor the extended conversations both inside and outside your community with Oracle RightNow Innovation Community Cloud Service, which helps you monitor and manage social interactions on Twitter, YouTube, RSS-enabled sites, Facebook fan pages, and your community.

Draw on a Social Knowledge Foundation

Oracle RightNow Innovation Community Cloud Service also makes it possible to add customer insights to your formal knowledgebase. This social knowledge foundation enables customers to comment on, rate, flag, and subscribe to answers. This ability can turn a static, out-of-date knowledgebase into a rich, dynamic source of information—combining both curated and user-generated content. Agents can also embed community links and content in any answer to provide richer information and alternative sources of knowledge.

Contact Us

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

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

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Hardware and Software, Engineered to Work Together