

## ORACLE RIGHTNOW ANALYTICS CLOUD SERVICE

### POWERFUL INTEGRATED ANALYTIC TOOLS

#### KEY FEATURES

- Prebuilt role-based analytics
- Custom analytics design centers
- Advanced analytic capabilities

#### KEY BENEFITS

- Deliver enhanced customer experience
- Evaluate marketing campaign effectiveness
- Provide real-time visibility into current sales performance
- Facilitate more-accurate sales forecasts

*Oracle RightNow Analytics Cloud Service provides actionable insight, empowering frontline workers to make better and quicker decisions. Fully integrated across all Oracle RightNow CX Cloud Service products, Oracle RightNow Analytics Cloud Service delivers full visibility across all customer touchpoints, spanning customer service, sales, marketing, and feedback functions. It also provides visibility across all interaction channels by capturing, organizing, presenting, and disseminating real-time actionable knowledge with speed and flexibility. The result: a better customer experience, improved understanding of customers, increased operational efficiency, and superior business performance.*

#### Prebuilt Role-Based Analytics

Companies can immediately acquire insight into organizational performance with an extensive library of prebuilt role-based analytic dashboards and reports for each Oracle RightNow CX Cloud Service application. You can customize any prebuilt analytic to suit your business needs. By taking advantage of the following Oracle RightNow Analytics Cloud Service capabilities, you can provide your employees with real-time insight, enabling them to make smarter, timelier decisions that can have a direct impact on business performance.

- **Customer service and support analytics.** Gauge the quality of customer experiences and measure customer satisfaction with deep, prebuilt service and support analytics.
- **Marketing analytics.** Gain deeper insight into the effectiveness of marketing campaigns, and determine how those campaigns are driving leads, reaching customers, and ultimately driving sales.
- **Sales analytics.** Provide granular, real-time visibility into your pipeline so you can more accurately forecast revenue and take proactive steps to accelerate pipeline velocity. You can monitor sales performance, analyze sales process efficiency, predict customer behavior, and even provide real-time insights to your frontline employees.
- **Customer feedback analytics.** Increase customer advocacy and improve your products, services, and processes with prebuilt customer feedback analytics.

#### Custom Analytics Design Tools

With Oracle RightNow Analytics Cloud Service, you can use custom analytics design tools to create custom analyses targeted to your organization's unique needs. You can also create role-based reports and dashboards from scratch as well as modify prebuilt analyses. The tools enable you to create

- **Custom reports.** Easily prepare customized role-based analytic reports with an intuitive drag-and-drop graphical report design tool.
- **Custom dashboards.** Quickly organize reports into meaningful role-based customized dashboards with the drag-and-drop graphical dashboard design tool.

### ORACLE RIGHTNOW ENGAGE

Oracle RightNow Engage 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 Engage includes Oracle RightNow Analytics Cloud Service and these other products:

- Oracle RightNow Feedback Cloud Service
- Oracle RightNow Knowledge Cloud Service
- Oracle RightNow Outreach Cloud Service
- Oracle RightNow Sales Cloud Service

### Advanced Analytic Capabilities

You can also leverage the following advanced analytic capabilities and features to rapidly understand and intelligently act on critical organizational insight for improved decision-making:

- **Scheduled reporting.** Ensure that key personnel have consistent access to the latest information, by automatically scheduling report execution and delivery.
- **Exception-based alerts.** Proactively identify problems or exception conditions with rule-based alerts for immediate action and resolution.
- **Historical trending.** Exploit historical and comparative knowledge to generate more-accurate prediction models.
- **Robust data drilling.** Uncover underlying causes of performance trends by drilling down, in, or across to additional levels of analytic detail. You can drill from reports to dashboards, drill across to reports referencing related data sets, build destination reports once and reuse them, and build conditional report links for more-efficient report development, better reporting performance, and extended insight for better decision-making.
- **Advanced charting.** An extensive library of customizable charts and charting options presents the right information in the most understandable and effective manner.
- **Customized output.** You can easily view, print, forward, publish, or export analyses to third-party applications. Exportable formats include delimited, HTML, image, Microsoft Excel delimited, Microsoft Excel formatted, PDF, and XML.
- **Data tool bar.** Enable end users to fine-tune reports without IT or analyst support. Users can change sort ordering, displayed fields, slicing, filtering, roll-ups, cross-tabs, and more.

### Contact Us

For more information about Oracle RightNow Analytics Cloud Service, visit [oracle.com/rightnowcx](http://oracle.com/rightnowcx) or call +1.800.ORACLE1 to speak to an Oracle representative.



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