

ORACLE RIGHTNOW CHAT CLOUD SERVICE

ENGAGE WITH CUSTOMERS
THROUGH THE RIGHT CHANNEL AT
THE RIGHT TIME

KEY FEATURES

- Agent-, customer-, or activity-driven chat
- Customizable chat link, icon, and consumer interface
- Multidevice chat—from PCs, smartphones, tablets, and more
- Create business rules to invoke actions according to rich visitor data and behavior
- Chat availability control according to agent availability and other business conditions
- Access to Oracle RightNow Knowledge Cloud Service before, during, and after chat sessions
- Chat conferencing, transfer, and supervisor monitoring

KEY BENEFITS

- Increase sales conversion rate and average order size
- Reduce shopping cart abandonment
- Increase customer retention and loyalty with personalized interactions
- Achieve highest customer satisfaction compared to other channels
- Reduce call center costs and increase efficiency

Oracle RightNow Chat Cloud Service enables companies to provide a premium Web experience that delivers proven results, including higher customer satisfaction, increased conversion, and improved efficiency. It provides a way to engage customers before they abandon their purchases and also assists website visitors who are having problems solving service issues on their own. Sessions can be initiated by customers or triggered proactively, based on company-defined rules. With Oracle RightNow Chat Cloud Service, you can embrace the opportunity to change your approach for a better result.

When Extra Assistance Is Needed ...

Your customers already experience excellent around-the-clock web self-service, but sometimes they need that extra bit of assistance. Make it easy for them. Offer chat to improve first-contact resolution rates, increase agent productivity, and drive customer satisfaction. Chat is also a great way to drive revenue through cross-selling, up-selling, and providing guidance for online purchases.

... Oracle RightNow Chat Cloud Service Provides It

Oracle RightNow Chat Cloud Service provides the following live-chat approaches:

- **Real-time chat.** Oracle RightNow Chat Cloud Service enhances the online experience by providing real-time, text-based communication between agents and customers. Chat can be offered wherever a customer may need help.
- **Proactive chat.** Chat invitations can be proactively initiated according to built-in rule conditions, such as the length of time a customer has spent on a webpage, chat agent availability, and estimated queue wait time. You can also create custom rules based on specific conditions or events such as having a number of items in a shopping cart, clicking on a high-value product, or landing on a partner/distributor page.
- **Mobile chat.** In addition to chatting from PCs, customers can also chat from smartphones, tablets, and other web-enabled devices. An API is also available for building custom mobile applications or for embedding chat within other web-enabled applications.

Oracle RightNow Chat Cloud Service promotes personalized and successful customer engagements:

- **Business rules for chat.** Captures rich visitor data and invokes complex actions. Define new conditions or draw from over 70 built-in rule conditions.
- **Chat availability control.** Reactive chat widgets containing attributes that allow companies to have control over how and when chat links are available according to business conditions such as agent availability and queue wait times, with the added ability to provide real-time messaging to the visitor based on these criteria.

ORACLE RIGHTNOW WEB EXPERIENCE

Oracle RightNow Web Experience is part of the market-leading Oracle RightNow Cloud Service, which offers an integrated approach to customer experience. With Oracle RightNow 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 Web Experience includes Oracle RightNow Chat Cloud Service and these other products:

- Oracle RightNow Cobrowse Cloud Service
- Oracle RightNow Customer Portal Cloud Service
- Oracle RightNow Dynamic Agent Desktop Cloud Service

- **Information access while in queue.** Oracle RightNow Chat Cloud Service can leverage the knowledgebase, enabling customers to search for answers while waiting for an agent. In addition, agents can leverage the knowledgebase to search for answers to push to customers.
- **Automatic reconnection.** If a customer's internet connection is lost during a chat, Oracle RightNow Chat Cloud Service will automatically reconnect the customer to the same agent at exactly the point where the chat left off. If the agent is disconnected, the customer will be placed back in the queue without losing any session information.
- **Updates on chat wait time.** Customers are kept informed of their real-time place in the queue, the average wait time for the queue, and their expected remaining wait time.
- **Feedback for chat.** Surveys following chat sessions give customers the opportunity to provide immediate feedback.
- **File attachments.** Customers can send file attachments to agents during chat sessions to provide additional information. Such attachments are automatically stored with the chat transcript in the customer's incident record. An agent can send a file to a customer by pushing a link to the knowledgebase article containing the file.
- **PCI compliance.** Customers can send sensitive data such as Social Security or credit card numbers in an off-the-record format that will not be stored in the chat transcript.

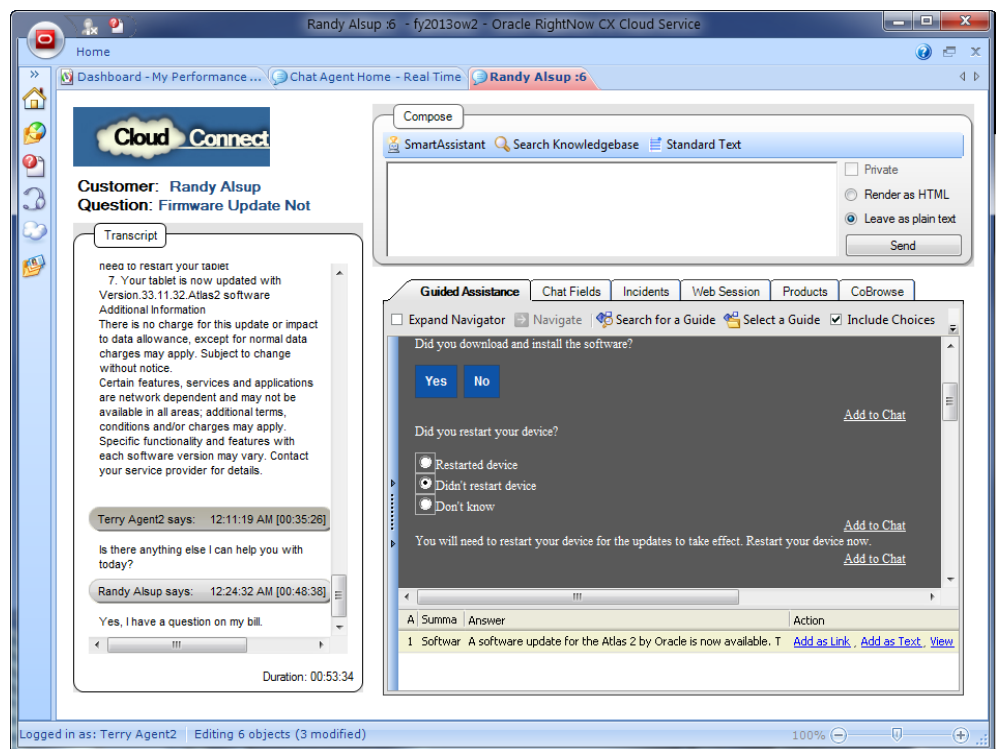


Figure 1: Chat with Guided Assistance

Agent Productivity Tools

Oracle RightNow Chat Cloud Service provides the following tools to help agents work more productively:

- **Integrated knowledgebase.** Agents have integrated access to an industry-leading multichannel knowledgebase. The SmartAssistant feature drives agent productivity by suggesting answers based on chat questions and transcript content. Search results can even contain crowd-sourced knowledge from the community.

- **Multiple chat handling.** The Oracle RightNow Chat Cloud Service administrator configures how many chats an agent can handle and gives agents the flexibility to adjust those values as necessary.
- **Queue status.** Oracle RightNow Chat Cloud Service automatically displays real-time queue statistics, including color-coded critical warning levels for each chat session.
- **Customer history.** Agents can view a customer’s complete history before providing an initial response.
- **Integrated incident management.** Oracle RightNow Chat Cloud Service enables agents to create incidents from chat sessions or add a chat to an existing incident.
- **Chat transfer and conference.** Agents can conference in other agents or transfer chats to other queues or agents, ensuring that customers receive service from the most knowledgeable agents. “Whisper” conference mode enables agents to engage in private dialogues while simultaneously chatting with customers.
- **Chat push/pull.** The Oracle RightNow Chat Cloud Service administrator can enable chats to be automatically “pushed” to an agent or have the agent “pull/request” the next chat.
- **Guided assistance.** Agents can assist customers by following troubleshooting guides that automatically post to the chat transcript. This guidance ensures a consistent customer experience and improves agent productivity.
- **Standard responses.** Standard response templates—accessible via a single keystroke or hotkey—enable agents to handle service and support inquiries more efficiently.
- **Integrated cobrowsing.** Chat agents can also invite customers to cobrowse so agents can assist with website navigation, form completion, and assisted selling.
- **Transcript scrolling.** Improves supervisor and agent efficiency by allowing them to configure the scrolling behavior of the chat transcript as new messages arrive.

Opportunity Management

Oracle RightNow Chat Cloud Service’s opportunity management capabilities include:

- **One-click opportunity creation.** Agents can quickly create revenue opportunities and route newly discovered ones to the Sales Department.
- **Embedded offer advisor.** Presenting agents with timely and relevant cross- and up-sell offers during chat drives service center revenue.

Management Tools

Oracle RightNow Chat Cloud Service provides the following management tools:

- **Monitoring.** Public and “whisper” supervisory monitoring of individual chat sessions ensures quality interactions. In addition, supervisors can join sessions to contribute to positive customer experiences.
- **Reporting and analytics.** Insightful real-time views and trend analysis enable business managers to gauge and improve the quality and responsiveness of service operations. Includes predefined reports and the ability for business users to easily create custom reports as well as the ability to view the complete chain of custody for all chat interactions organized by session, agent, and queue perspectives.
- **Routing rules.** Efficiently manage incoming volume by automatically assigning chats to the appropriate queue, based on product, category, and custom fields. In addition, integrations built on a routing and queuing API enable Oracle RightNow Chat Cloud Service to be integrated with third-party platforms that control the routing and queuing of chats.

Administration

Oracle RightNow Chat Cloud Service's administration features include the following:

- **Dynamic on-demand desktop.** Oracle RightNow Chat Cloud Service is fully integrated with Oracle RightNow Dynamic Agent Desktop Cloud Service to provide easy drag-and-drop administration. Chat also provides seamless integration across all communication channels, making it easy to deliver a consistently superior customer experience.
- **Customizable chat user interface.** With Oracle RightNow Chat Cloud Service, it's easy to customize the chat user interface to reflect your corporate brand. You can even use different branding themes for different product pages. An API is also available for building a completely custom user interface.
- **Security.** Oracle RightNow Chat Cloud Service enables you to provide staff members with specific permissions, access, and approval levels.
- **Globalization.** Oracle RightNow Chat Cloud Service is built on a global platform that can be deployed easily in 33 languages and dialects.
- **Background chat server updates.** High availability service for chat with proactive quarterly service pack updates.

Contact Us

For more information about Oracle RightNow Chat 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