

ORACLE RIGHTNOW DYNAMIC AGENT DESKTOP CLOUD SERVICE

FAST, ACCURATE, CONSISTENT
CUSTOMER EXPERIENCES ACROSS
ALL CHANNELS

KEY FEATURES

- Dynamic guidance to step agents through workflow processes with structured and unstructured contextual cues
- Unified enterprise data centralized and presented contextually
- Telephony integration enabling desktop softphone, computer telephony integration (CTI) screen pop, and universal queuing
- Cloud delivery for rightsizing to match dynamics of business
- Interfaces and workflow processes configurable by business users
- Channel integration for seamless, unified management of customer interactions via traditional and social channels

KEY BENEFITS

- Increase customer and agent satisfaction
- Increase agent productivity and lower cost
- Ramp up new agents faster
- Provide consistent customer experiences across channels
- Adapt quickly to changing business needs

Oracle RightNow Dynamic Agent Desktop Cloud Service guides agents with contextually relevant real-time knowledge so they can quickly address their immediate customer issue. By unifying enterprise systems and guiding call center agents through business processes across channels, agent pools, and geographies, Oracle RightNow Dynamic Agent Desktop Cloud Service delivers happy customers and highly productive agents.

Addressing Contact Center Challenges

Contact centers face an ever-increasing set of challenges that can get in the way of cost-effectively and consistently delivering great customer experiences. These challenges include

- Inconsistent customer experiences across interaction channels
- Low agent productivity and inconsistent knowledge delivery
- Difficulty controlling or reducing costs
- The need to measure how your customers perceive your organization, service, or brand

Oracle RightNow Dynamic Agent Desktop Cloud Service empowers your contact center staff to deliver high-quality customer experiences consistently across channels, agent pools, and geographies while maximizing productivity and minimizing cost. It guides your agents with relevant knowledge, dynamically learning from every interaction so every agent can perform like your best agents.

Unified Management of Channels

Customers use many channels to communicate. They expect a unified, quality brand experience regardless of the channel they use. Oracle RightNow Dynamic Agent Desktop Cloud Service enables your agents to deliver great contact center experiences consistently and efficiently, by centrally managing all customer interaction channels from a unified, consistent interface. Oracle RightNow Dynamic Agent Desktop Cloud Service manages all the customer interaction channels supported by Oracle RightNow CX Cloud Service, including

- Voice self-service and intelligent routing
- Web self-service
- E-mail response management
- Chat and cobrowse
- Feedback
- Support communities
- Cloud and social media monitoring and management

Oracle RightNow Dynamic Agent Desktop Cloud Service enables centralized case (incident) tracking and management across all these channels. All channel communications are captured and accessible in a single customer record.

The Right Information at the Right Time

Oracle RightNow Dynamic Agent Desktop Cloud Service guides agents with contextually relevant, just-in-time knowledge. The capabilities that deliver the right information to agents in the context of an immediate customer need include

- **Desktop workflow.** A drag-and-drop workflow engine that steps agents through one or many business processes while automating tasks in the background enables you to codify customer interaction best practices.
- **Contextual workspaces.** These workspaces present only the information the agent needs in the context of the conversation and the customer issue at hand.
- **Guided assistance.** A troubleshooting tool guides agents to the correct resolution, expediting agent ramp-up and ensuring that even novice agents can solve customer problems like an expert.
- **Agent scripting.** Agents are guided by customer interaction scripts such as cross-sell and up-sell offers to drive revenue.
- **SmartAssistant feature.** This feature leverages Oracle RightNow Knowledge Foundation Cloud Service and patented artificial intelligence technology to suggest answers, reducing agent handle times and ensuring consistent knowledge delivery.
- **Standard text.** Templates for frequently used responses and URLs streamline agent processes and eliminate errors.
- **Hot keys.** Shortcuts for common functions and insertion of standard text optimize agent performance.

Centralizing Enterprise Knowledge

Most call center agents need to toggle between many disparate systems to find information, which lowers their productivity. Add-ins to Oracle RightNow Dynamic Agent Desktop Cloud Service solve this problem, by easily embedding and centralizing disparate enterprise information—such as order and shipping status, return merchandise authorization, address lookup, credit card validation, and maps—in the agent desktop. Oracle RightNow Dynamic Agent Desktop Cloud Service brings the disparate information needed to deliver a superior customer experience right to agents' fingertips.

Computer telephony integration (CTI) and desktop call control add-ins are also used to enable CTI screen pop and softphone functionality within the agent desktop, further enhancing agent productivity. Oracle RightNow Dynamic Agent Desktop Cloud Service integrates with leading telephony systems to enable this functionality.

Infusing Community

Oracle RightNow Dynamic Agent Desktop Cloud Service enables you to capture the power of social communities to provide a superior customer experience, help minimize support costs, and build your brand. Through the agent desktop, you can leverage customer-generated content to build your knowledge foundation, providing agents and customers alike with a rich, searchable source of information. Incidents can be escalated from the community to the agent desktop through integrated incident process workflow, enabling agents to respond quickly.

Accessibility

Organizations require solutions that meet the needs of their agent pool, including the disabled. Oracle RightNow Dynamic Agent Desktop Cloud Service offers an option that exposes the functionality of the service portion of the desktop in an accessible fashion. The interface provides access for managing incidents, contacts, organizations, and answers through a

ORACLE RIGHTNOW CONTACT CENTER EXPERIENCE

Oracle RightNow Contact Center Experience is part of the market-leading Oracle RightNow CX Cloud Service that 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 Contact Center Experience provides functionality for case management, interaction management, and enterprise integration. It includes Oracle RightNow Dynamic Agent Desktop Cloud Service as well as these other products:

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

Contact Us

For more information about Oracle RightNow Dynamic Agent Desktop 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

simplified Web interface developed in collaboration with blind users at the U.S. Department of Veterans Affairs. This interface meets the technical requirements of Section 508 of the Rehabilitation Act as well as Web Content Accessibility Guidelines (WCAG) 1.0 and 2.0.

Integrated Customer Feedback

You can't be sure of delivering a great customer experience unless you capture the voice of your customers across all channels. Oracle RightNow Feedback Cloud Service enables you to capture real-time feedback across voice, Web, e-mail, and chat channels. Most importantly, integrated business rules and workflow enable you to take immediate follow-up action.

Proactive Engagement

Customers appreciate organizations that reach out proactively with personalized, relevant information. Through Oracle RightNow Outreach Cloud Service, contact centers can deliver timely e-mail notifications that customers appreciate, such as reminders, status updates, recall notifications, and offers. By working with Oracle RightNow Dynamic Agent Desktop, Oracle RightNow Outreach Cloud Service can not only save money by pre-empting service issues but it can also help drive revenue.

Business Insight

Managing contact center operations requires robust business insight. Contact center managers need real-time information for making on-the-fly decisions, and they require long-term data for monitoring and spotting trends. Oracle RightNow Dynamic Agent Desktop provides real-time operational reporting as well as an on-demand data warehouse for long-term, advanced trend analysis and deep managerial insight.

Oracle RightNow CX Cloud Service

Oracle RightNow Dynamic Agent Desktop Cloud Service is part of Oracle RightNow CX Cloud Service, which provides

- **Mission-critical software as a service (SaaS).** Ensures short time to deployment and flexibility, combined with enterprise scalability, performance, security, and reliability.
- **Oracle RightNow Connect Cloud Service products.** Enable Oracle RightNow CX Cloud Service to easily coexist within and leverage existing organizational technology infrastructure and data, with adapters for enterprise integration.
- **Multipatented knowledge foundation.** Delivers knowledge across all customer communication points and learns from every interaction.