ORACLE RIGHTNOW EMAIL MANAGEMENT CLOUD SERVICE

Many organizations today are flooded with e-mails. And although these e-mails represent important communications from customers, tracking and responding to them can be taxing, straining resource-strapped contact centers and frustrating customers. Oracle RightNow Email Management Cloud Service helps you stay ahead, tracking responses, automating answers from the knowledgebase, and escalating highly emotional e-mails. Your agents and your customers will thank you for it.

Inquiry Management
Oracle RightNow Email Management Cloud Service provides the following inquiry management features:

- **Auto-acknowledgement.** Immediately confirms receipt of inquiries and sets response-time expectations for customers.
- **Intelligent auto-response.** Provides fast, prepared responses to commonly asked questions, reducing the number of agent inquiries.
- **Auto-suggested solutions.** Analyzes incoming inquiries and sends automated, accurate replies with links to relevant answers in the knowledgebase. The result: first-touch resolution before an inquiry ever enters the agent queue.
- **Agent assistance.** Helps agents respond to new or unique issues by automatically suggesting possible answers based on the content of each customer inquiry.
- **Agent response.** Increases agent productivity by providing access to standard response templates and access to the knowledgebase.
- **Business rules.** Efficiently manages incoming e-mail and Web form flow by automatically assigning inquiries to appropriate agents based on content, time, customer type, and even emotional level.
- **Escalation rules.** Notifies managers and triggers follow-up to help meet response commitments or provide special handling of priority customers.
- **Web forms.** Receives customer inquiries via e-mail or Web forms.
- **Support contracts and service-level agreements.** Enables you to set and measure service expectations for customers as well as staff by taking advantage of features such as incident entitlement, privileged access, and response requirements.
- **Entitlements.** Enables responses with the speed and quality levels defined by the service contract.
Single Integrated Knowledgebase

Oracle RightNow Email Management Cloud Service’s knowledgebase is integrated across communication channels and driven by customer interactions. Automatically learning and adapting to customers, it ensures that content remains accurate and relevant. Customers get suggested solutions based on content analyses of their e-mail inquiries. Agents are able to quickly respond to inquiries and capture new issues.

Tracking

Oracle RightNow Email Management Cloud Service provides the following tracking features:

- **Incident number assignment.** Assigns a unique reference number to each customer inquiry.
- **Threaded conversation.** Captures multichannel communications in a single customer record.
- **Customer history.** Enables you to personalize your responses based on customers’ previous interactions.
- **System alerts.** Provides escalation rules to facilitate service-level management.

Customer Management

Oracle RightNow Email Management Cloud Service provides the following customer management features:

- **Incident management.** Captures and tracks each interaction in the customer’s record, regardless of channel.
- **Consolidated customer data.** Provides access to consistent and current customer information captured across multichannel interaction points.
- **Real-time information.** Increases customer satisfaction and saves processing time by providing agents with complete customer interaction history.
- **Globalization.** Being a global platform, provides easy deployment in 33 languages and dialects, including Unicode.

Contact Us

For more information about Oracle RightNow Email Management Cloud Service, visit oracle.com/rightnowcx or call +1.800.Oracle1 to speak to an Oracle representative.