

# ORACLE RIGHTNOW FEEDBACK CLOUD SERVICE

## CAPTURE CRITICAL CUSTOMER INSIGHTS

### KEY FEATURES

- Multichannel customer feedback
- Response routing and action
- Emotion detection and topic monitoring
- Audience targeting and segmentation
- Easy-to-use survey designer

### KEY BENEFITS

- Get short time to value with on-demand, cloud-based delivery
- Deliver a single view of the customer across all channels
- Create relevant, targeted surveys—easily and cost-effectively
- Provide faster follow-up by identifying and prioritizing feedback
- Increase personalization and relevance by merging dynamic content into surveys

*Oracle RightNow Feedback Cloud Service is a fully integrated, multichannel enterprise feedback solution that enables you to capture, measure, and act on critical customer insight so that you can continuously improve the customer experience. Oracle RightNow Feedback Cloud Service makes it easy to listen to and act on customer feedback across Website, social media, and contact center touchpoints. The result: improved customer loyalty and retention.*

## Multichannel Enterprise Feedback Management

Many organizations collect customer feedback by using disparate and uncoordinated solutions. This can result in a variety of costly solutions that provide a small number of employees with a limited view of the customer.

With Oracle RightNow Feedback Cloud Service, you can consolidate companywide feedback processes into a single enterprise feedback solution that targets, designs, tests, delivers, captures, analyzes, routes, and acts on customer insight. The results are increased efficiency and reduced costs and complexity. Best of all, it means that your customers can communicate with you via the channels they prefer.

## Taking the Pulse of Every Customer Interaction

Customers evaluate you at every interaction—from the purchase experience to key touchpoints such as service and support. That's why it's critical that you monitor their experience at every stage of the customer journey. After all, any breakdown along the way can result in loss of customers and revenue.

Gathering feedback from customers immediately after interactions via short, dynamic surveys enables you to immediately flag at-risk customers and proactively solicit feedback based on customer and agent activities.

## Conducting Timely and Relevant Surveys

Powerful survey management tools enable you to cost-effectively conduct relevant and targeted surveys, and with advanced multidimensional audience segmentation tools, you can identify target audiences on the fly, include or exclude other lists (for sophisticated segmentation), and employ pre-existing lists for faster survey creation.

## Tapping into Unstructured and Unsolicited Feedback

Manually sifting through customer feedback is a daunting and time-consuming task. The patented technology within Oracle RightNow Feedback Cloud Service takes the pain out of this process, by automatically categorizing customer sentiment and clustering text responses into topics of interest. This makes it easy to quickly identify potentially unhappy customers and prioritize them for immediate follow-up.

### Integrating Social Media Monitoring

In this new world of customer empowerment, you need to monitor conversations occurring on the social Web and act quickly to address concerns expressed there. You also need a community to host your own your customer conversations if you're to maximize loyalty, improve service, and drive innovation. Oracle RightNow Feedback Cloud Service can help.

### Taking Action

A TARP Worldwide survey showed that 54 to 70 percent of customers who register complaints will make a purchase from a company again if their complaints are resolved. This number rises to 95 percent for customers who feel that the complaint was resolved quickly.

Oracle RightNow Feedback Cloud Service enables you to proactively sense and respond to customer feedback with automated business workflows, closing the feedback loop immediately to turn alienated customers into loyal ones. You can intelligently act on survey responses with sophisticated routing and workflow rules that enable you to create an opportunity, notification, incident, or lead; follow up with the contact; execute an external event; modify a record or a field; or add the recipient to a list. Survey results are available immediately and can be routed to a designated individual or department, depending on survey responses or other factors.

### Moving from Metrics to Diagnostics

Organizations often can't tell what's driving their customer satisfaction scores or what they can do to improve them. Oracle RightNow Feedback Cloud Service helps you move beyond scores to a deeper understanding of your customers' evolving needs, enabling you to identify opportunities for improvement.

Leveraging prebuilt survey reports and providing easily customizable reports and dashboards, Oracle RightNow Feedback Cloud Service intelligently synthesizes customer feedback into graphical, understandable trends for immediate follow-up. Feedback responses are combined with profile information and other corporate knowledge, providing a single, consolidated view of the customer.

### Delivering Short Time to Value

Oracle RightNow CX Cloud Service is delivered rapidly via the cloud to ensure short time to value and maximum flexibility for your business. It also gives you enterprise scalability, performance, security, and reliability, so you can be up and running in days or weeks.

### Capturing Multichannel Customer Feedback

Oracle technology enables you to capture real-time customer feedback from multiple channels, including Web, e-mail, phone, proxy, integrated voice response, SMS, and chat. This enables companies to gain a consolidated view of all customer feedback—regardless of the channel through which it is sent.

### Targeted Feedback Capture Methodologies

Select from broadcast, transactional, polling widget, or Website link surveys to solicit the most-useful feedback for different business scenarios:

- **Broadcast surveys** capture feedback from selected audiences via targeted invitation.
- **Transactional surveys** capture feedback following an event, condition, process, or customer action.

- **Polling widgets** enable organizations to embed surveys within communities or other high-traffic interaction points.
- **Website link surveys** capture feedback from Website visitors.

### Personalized Messaging

Oracle RightNow Feedback Cloud Service enables you to maximize survey relevance and impact with highly personalized content. You can leverage its single customer repository to merge dynamic content (from any customer database field) into mailings and surveys. You can also use conditional sections to show relevant content to the correct targeted audience. The results are higher response rates and more-effective surveys.

### Audience Targeting and Segmentation

Take advantage of advanced, multidimensional audience segmentation to strategically identify and segment target audiences. With Oracle RightNow Feedback Cloud Service, you can create new segments, reuse segments created with Oracle RightNow Outreach Cloud Service, or use lists from external sources.

### Emotion Detection and Topic Monitoring

Oracle RightNow Feedback Cloud Service employs patented artificial intelligence technology to measure how your customers feel about your business. Emotion detection tools automatically apply an “emotional” rating to customer survey responses that fit that description, and topic monitoring tools classify customer sentiment into categories so organizations can take immediate action.

### Response Routing and Action

The routing and workflow rules within Oracle RightNow Feedback Cloud Service make it easy to take intelligent action based on completed surveys. They also close the feedback loop, by providing immediate follow-through.

### Oracle RightNow Social Monitor Cloud Service

Oracle RightNow Social Monitor Cloud Service enables you to monitor relevant customer conversations on Twitter, YouTube, RSS-enabled sites, and your own community built on Oracle RightNow CX Cloud Service. Using emotion detection technology, it prioritizes follow-up, empowering users to respond or create incidents.

### Oracle RightNow Support Community Cloud Service

Oracle RightNow Support Community Cloud Service is a quick-start application for peer-to-peer support, featuring out-of-the-box support forums and moderation tools, user reputation capabilities, Q&A pairs, and resource libraries. Multiple integration points with Oracle RightNow Dynamic Agent Desktop Cloud Service and Oracle RightNow Customer Portal Cloud Service (including incident escalation and syndicated widgets) provide a smooth transition across channels.

### Oracle RightNow Innovation Community Cloud Service

Oracle RightNow Innovation Community Cloud Service is a quick-start application for gathering consumer insights, driving innovation, and collaborating with your customers. It helps you collect and prioritize ideas, discuss solutions, and test concepts or prototypes. As a result, you can validate ideas, get early buy-in from stakeholders, and accelerate innovation.

### 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 ahead of your competitors.

### RELATED PRODUCTS

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

- Oracle RightNow Analytics Cloud Service
- Oracle RightNow Outreach Cloud Service
- Oracle RightNow Sales Cloud Service
- Oracle RightNow Social Monitor Cloud Service

### Social Media Sharing and Links

Oracle RightNow Feedback Cloud Service makes it easy to include links in everything from outbound e-mails or surveys to a variety of social networks to encourage recipients to share or become fans or followers of your organization. (Currently supported social networks include Facebook, Twitter, LinkedIn, YouTube, and Flickr.) By taking advantage of the unprecedented reach afforded by social media, you can

- Spread the word to a new generation of customers who use social network sites
- Employ analytics to gain visibility into influencers who use these links to share, tweet, become fans, or join groups

### Touch Management

Keep your best customers loyal by tightly managing customer touches: Use the recency and frequency analysis provided by Oracle RightNow Feedback Cloud Service to avoid overcommunicating, and further engender customer goodwill by honoring global opt-in/opt-out and suppression lists.

### Survey Question and Survey Invitation Designer

Use Oracle RightNow Feedback Cloud Service to compile attractive, relevant surveys that maximize customer responses. A full HTML message editor enables you to create engaging, attractive survey questions and invitation messages that will increase survey response rates.

### Proof Testing

Employ test cells to find the optimal message to drive the highest response rates, and quickly proof-test content for quality and accuracy, using Oracle RightNow Feedback Cloud Service.

### Survey Launch and Delivery Management

With Oracle RightNow Feedback Cloud Service, you can ensure that your surveys are being delivered to the right audience at the right time—whether immediately or in the future. You can also suspend, revise, and resume a survey or cancel it altogether.

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### Contact Us

For more information about Oracle RightNow Feedback 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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