

ORACLE RIGHTNOW OUTREACH CLOUD SERVICE

BREAK THROUGH THE NOISE.
MAKE YOUR MESSAGE HEARD.

KEY FEATURES

- Multistage, multichannel campaign management
- E-mail marketing
- Event-triggered communications
- Advanced segmentation and deduplication
- Personalized messaging
- Social media sharing and links
- Message testing and optimization
- Lead management and routing
- List management and deliverability
- Campaign tracking
- Marketing analytics and dashboards

KEY BENEFITS

- Send the right messages to the right people at the right times
- Execute large-volume, personalized campaigns
- Provide cost-effective communications via the Web and e-mail
- Deliver targeted, knowledge-based communications
- Provide proactive solutions that prevent problems from arising
- Demonstrate your commitment to customer satisfaction by exceeding customer expectations
- Reduce costs through sound planning
- Provide rapid and flexible deployment with an on-demand solution
- Minimize risk and scale to meet changing business needs by purchasing only what you need

Oracle RightNow Outreach Cloud Service—part of the market-leading customer experience platform Oracle RightNow CX Cloud Service—helps organizations create proactive, relevant communications based on complete knowledge of their customers. Marketing activity is automatically added to customer records to give agents a complete and accurate view of customers.

Relevance Is King

In the current economy, marketing departments in organizations of all stripes are renewing their focus on e-mail—thanks, in large part, to its low cost and the ease with which they can track its effectiveness. As a result, customers' e-mail inboxes are being inundated. If you want to break through the noise and make your message heard, you need to make that message highly targeted and personalized. You need an integrated solution that provides a complete view of all customer activities, and you need full visibility into campaign performance across channels and departments so that you can segment customer groups properly and send them relevant information. Without this kind of relevance, your e-mails won't be read—it's as simple as that. According to Forrester Research, the top reason customers have cited for unsubscribing from marketing messages is irrelevance, with 74 percent citing this as their reason for unsubscribing.

Targeted, Personalized Customer Experience

You need to know and understand your customers to create messages they're likely to notice. Oracle RightNow CX Cloud Service's knowledge foundation ensures that you do, tracking and learning from every customer interaction. As a result, marketers get the rich customer data they need in order to create personal and proactive communications.

Oracle RightNow Outreach Cloud Service boasts powerful campaign management capabilities. Deliverability optimization tools help your e-mails get delivered and read. And powerful opt-in and opt-out features ensure that your customers get only the information they're interested in. Best of all, by leveraging the single customer repository in Oracle RightNow CX Cloud Service, you can easily automate and optimize campaigns. The results: deeper customer engagement, greater efficiency, and higher ROI.

Key Capabilities

Use powerful, proactive communications to improve customer experiences; build customer loyalty; and drive profitable, cost-effective customer engagements. Oracle RightNow Outreach Cloud Service enables you to do it all, by leveraging a single customer database to provide the following key capabilities:

Multistage, Multichannel Campaign Management

By taking advantage of multistage, multichannel campaign management features, you can

- Run sophisticated multistage campaigns across multiple channels
- Schedule outbound mailings and campaigns to run at recurring intervals for improved

efficiency, more-personalized messaging, and a better customer experience

- Communicate proactively to achieve favorable mindshare and surpass campaign goals

E-Mail Marketing

Use the e-mail marketing features in Oracle RightNow Outreach Cloud Service to

- Reach mass audiences quickly and cost-effectively
- Facilitate design efficiency through the easy-to-use drag-and-drop graphical campaign designer interface
- Plan, design, execute, track, and analyze campaigns—without IT support
- Execute collaborative content review

Event-Triggered Communications

By taking advantage of event-triggered communications, you can

- Proactively contact recipients with relevant, personalized time-critical messages based on rules and events
- Schedule delivery for a future date, or send immediately

Advanced Segmentation and Deduplication

Advanced segmentation and deduplication features enable you to

- Strategically identify target audiences with advanced, multidimensional segmentation
- Include and exclude lists and segments, for focused mailings
- Identify target customer groups with multidimensional list segmentation
- Carry out demographic targeting
- Send event- or behavior-based communications
- Ensure the quality of marketing communications through automated segment deduplication

Personalized Messaging

By taking advantage of the personalized messaging features, you can

- Maximize campaign relevance and impact with highly personalized content
- Leverage a single customer repository to merge dynamic content (including any customer database field) into mailings and surveys—creating personalized, relevant e-mails for each individual customer
- Use conditional sections to show relevant content to the correct targeted audience
- Achieve greater response rates and campaign effectiveness

Social Media Sharing and Links

Oracle RightNow Outreach Cloud Service's social media features make it easy to

- Include links in outbound e-mails or surveys to a variety of social networks
- Attract a new generation of customers and employees
- Differentiate and demonstrate willingness to provide service and gather feedback in customers' channels of choice
- Use analytics to gain visibility into customers who use these links to share, tweet, become fans, or join groups

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 Outreach Cloud Service and these other products:

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

Message Testing and Optimization

Message testing and optimization features enable you to

- Employ test cells to find the optimal message (that is, the one that prompts the highest response rates)
- Quickly proof-test content for quality and accuracy

Lead Management and Routing

Use the lead management and routing features in Oracle RightNow Outreach Cloud Service to

- Automatically route leads to the right sales rep or employee
- Ensure that leads are prioritized and acted on appropriately
- Promote buy-in by empowering reps to accept and reject their own leads

List Management and Deliverability

By taking advantage of list management and deliverability features, you can

- Ensure customer loyalty by tightly managing touches with recency and frequency settings
- Maintain goodwill by honoring opt-in, opt-out, and suppression lists
- Ensure rigorous compliance with the latest antispam regulatory requirements

Campaign Tracking

With the campaign tracking features in Oracle RightNow Outreach Cloud Service, you can

- Monitor, track, and analyze end-to-end campaign performance
- Measure key performance indicators such as campaign ROI
- Easily quantify campaign impact in real time

Marketing Analytics and Dashboards

Use Oracle RightNow Outreach Cloud Service's marketing analytics and dashboards to

- Provide executives with real-time insight into accurate, actionable marketing knowledge
- Provide a single consolidated view of marketing performance through personalized dashboards
- Uncover unique customer segments with robust customer intelligence and analytical insight

Contact Us

For more information about Oracle RightNow Outreach 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