TURN YOUR SUPPORT CENTER INTO AN OPPORTUNITY CENTER

KEY FEATURES
- Discussion forums for customers
- Resource library
- Answer feature for capturing, rating, and reusing answers to customer questions
- Integrated knowledge foundation

KEY BENEFITS
- Deflect costly support calls and e-mail, increasing zero-contact resolution
- Proactively identify problems before they have an impact on your support organization
- Source user product reviews
- Gather customer feedback and improve word-of-mouth marketing
- Leverage user-generated content to build your knowledge foundation

ORACLE RIGHTNOW SUPPORT COMMUNITY CLOUD SERVICE

Give your customers a voice, and turn your support center into an opportunity center. Oracle RightNow Support Community Cloud Service enables customers to help each other, reducing the load on your call center while building loyalty for your brand.

Creating a Support Community

When you empower customers to share experiences, ideas, and advice, they become trusted resources for cost-effective, peer-to-peer support. In the process, they’ll feed your organization’s knowledge foundation with a wealth of reusable content. With so much useful content at their fingertips, many customers will turn to your community for answers first—before they pick up the phone or send an e-mail.

Peer-to-Peer Support

Oracle RightNow Support Community Cloud Service offers a standard set of features—available in 33 languages—to help you bring peer-to-peer support to your customer experience.

Within your discussion forums, your customers will be able to pose questions, explore ideas, and discuss your products and services—helping each other solve problems. They can also explore your resource library—a searchable repository of useful information, everything from corporate documentation to user-generated video tutorials.

Best of all, you can capture, rate, and reuse the collective expertise of your community through the answers feature, which enables customers to pose questions, wait for other community members to submit answers, and then mark the best one. And it offers a fail-safe mechanism for unanswered questions, providing automatic escalation to the agent desktop after a defined period of time.

You can complement these social insights with Oracle RightNow Feedback Cloud Service, which is designed for multichannel, enterprise feedback that makes it easy to receive and act on customer input across Web, social, and contact center touchpoints.

Seamless Customer Experience

Whether customers are searching for information on your Website, in your community, or by communicating with your contact center staff, they will get accurate, consistent answers from an integrated knowledge foundation that underpins the entire Oracle RightNow CX Cloud Service platform. You can even integrate these support capabilities into the social Web, by listening and responding via Oracle RightNow Social Monitor Cloud Service.

You can achieve seamless crossover between your Web presence and your social presence by surfacing community content on customer portal pages and by highlighting recent or popular posts and search results.
In addition, contact center agents can engage and assist customers through the community. Community moderators can escalate questions into incidents on the agent desktop, where agents can view the community member’s profile data and manage follow-up actions.

Social Knowledge Foundation

To stay useful and relevant, your knowledge foundation should evolve over time. Oracle RightNow Support Community Cloud Service makes it possible for customers to help keep the content fresh by enabling them to comment on answers. Within the customer portal, customers can discuss, rate, and subscribe to any answers within your knowledge foundation. Agents can also embed community links and content in any answer to provide richer information and alternative sources of knowledge.

Contact Us

For more information about Oracle RightNow Support Community Cloud Service, visit oracle.com/rightnowcx or call +1.800.ORACLE1 to speak to an Oracle representative.