

ORACLE RIGHTNOW WEB EXPERIENCE

DELIVER BETTER RESULTS BY
PROVIDING A BETTER WEB
EXPERIENCE

KEY BENEFITS

- Deliver a seamless customer experience regardless of where or how customers interact with you
- Increase your conversion rate by matching consumer intent with highly relevant content and interactions
- Provide more information and self-service tools to your customers who want them
- Seamlessly transition your customers from Web self-service to assisted e-mail, chat, cobrowse, and phone agents
- Make it easy for customers to find the answers they need—across the communication channels they choose

Oracle RightNow Web Experience enables consumers to engage with your company when they want, through the channel they prefer. It uses your organization's knowledge and subject matter experts to empower consumers to do research, purchase products, and resolve issues online, with or without agent assistance. It also preserves interactions across all communications channels, providing a single view of the consumer.

A Better Web Experience Delivering Better Results

According to Forrester Research, 72 percent of online consumers prefer using a company's Website to get answers to their questions, on the one hand, to contacting companies via telephone or e-mail, on the other—roughly half of this group strongly prefers self-reliance. Unfortunately, most Websites have critical flaws that prevent customers from easily getting answers. Oracle RightNow Web Experience—part of the Oracle RightNow CX Cloud Service—can help.

A customer experience suite, Oracle RightNow CX Cloud Service offers an integrated approach to the customer experience. With it, you'll be able to provide a seamless customer experience across multiple touchpoints—from your knowledge foundation and contact center to your corporate Website and community—delivering the kind of service that puts you head and shoulders above your competitors. And your customers will reward you for it. Oracle RightNow Web Experience is a group of cloud-based applications that enable you to interact with customers via Web channels such as chat, e-mail, customer portals, and guided assistance. The specific details of each application are discussed below.

Oracle RightNow Web Experience Applications

The following products are all part of Oracle RightNow Web Experience:

- **Oracle RightNow Intent Guide Cloud Service** – understands consumer intent on your Website and guides consumers to high-value interactions so you can increase conversions, drive sales, grow loyalty, and gain deeper insights.
- **Oracle RightNow Customer Portal Cloud Service** – provides organizations with an out-of-the-box Web customer service experience that can be customized with the look and feel of your brand. In addition, the Syndicated Knowledge feature of Oracle RightNow Customer Portal Cloud Service enables you to put self-service content on any Web page, answering consumers' questions where they occur.
- **Oracle RightNow Web Self Service Cloud Service** – empowers customers to easily find the information they need from anywhere, at any time, without the need for agent assistance.
- **Oracle RightNow Mobile Cloud Service** – delivers self-service for smartphones and other advanced devices.

ORACLE RIGHTNOW WEB EXPERIENCE

Oracle RightNow Web Experience 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 above your competitors.

RELATED PRODUCTS

Oracle RightNow Web Experience includes the following products:

- Oracle RightNow App Builder Experience Designer Cloud Service
 - Oracle RightNow Chat Cloud Service
 - Oracle RightNow Cobrowse Cloud Service
 - Oracle RightNow Cobrowse Remote Support Cloud Service
 - Oracle RightNow Customer Portal Cloud Service
 - Oracle RightNow Email Management Cloud Service
- **Oracle RightNow Guided Assistance Cloud Service** – guides customers through a troubleshooting tool to enable them to find the correct answer without agent assistance.
 - **Oracle RightNow Chat Cloud Service** and **Oracle RightNow Cobrowse Cloud Service** – provide direct text and visual connections between your agents and customers.
 - **Oracle RightNow Email Management Cloud Service** – supports intelligent e-mail deflection and enables you to quickly manage inbound e-mails, track progress, and handle any necessary escalations.
 - **Oracle RightNow App Builder Experience Designer Cloud Service** – offers customer portal designer capabilities that enable you to extend the out-of-the-box Oracle RightNow Web Experience to further customize information and interactions to meet the needs of your customers.

Built on Oracle RightNow Platform, Oracle RightNow Web Experience lowers TCO while delivering enterprise performance, scalability, security, and integration via software as a service (SaaS).

Contact Us

For more information about Oracle RightNow Web Experience, 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

Copyright © 2012, Oracle and/or its affiliates. All rights reserved.

This document is provided for information purposes only and the contents hereof are subject to change without notice. This document is not warranted to be error-free, nor subject to any other warranties or conditions, whether expressed orally or implied in law, including implied warranties and conditions of merchantability or fitness for a particular purpose. We specifically disclaim any liability with respect to this document and no contractual obligations are formed either directly or indirectly by this document. This document may not be reproduced or transmitted in any form or by any means, electronic or mechanical, for any purpose, without our prior written permission.

Oracle and Java are registered trademarks of Oracle and/or its affiliates. Other names may be trademarks of their respective owners.

Intel and Intel Xeon are trademarks or registered trademarks of Intel Corporation. All SPARC trademarks are used under license and are trademarks or registered trademarks of SPARC International, Inc. AMD, Opteron, the AMD logo, and the AMD Opteron logo are trademarks or registered trademarks of Advanced Micro Devices. UNIX is a registered trademark licensed through X/Open Company, Ltd. 0312

Hardware and Software, Engineered to Work Together