ORACLE RIGHTNOW WEB SELF SERVICE CLOUD SERVICE

A reputation for excellent customer service can differentiate your brand and drive revenue. Oracle helps you earn that reputation by transforming your online self-service into a highly interactive, branded customer experience. Oracle RightNow Web Self Service Cloud Service pushes relevant knowledge to where your customers need it, harnessing the external Web 2.0 knowledge assets they require to make purchasing decisions.

Start with the Customer Portal

At the core of Oracle RightNow Web Self Service Cloud Service is Oracle RightNow Customer Portal Cloud Service, which delivers out-of-the-box best practices for Web self-service. With Oracle RightNow Web Self Service Cloud Service, you start with a standard template and set of widgets and then use Oracle RightNow Customer Portal Cloud Service to apply your branding and custom elements. The result: a branded, highly interactive online experience for your customers.

Deliver Self-Service to Mobile Customers

Customers connecting to the Web via mobile devices can also take advantage of the template and knowledge foundation within Oracle RightNow Web Self Service Cloud Service. Leveraging the capabilities and interaction patterns (such as touchscreens) of the latest mobile devices, Oracle RightNow Web Self Service Cloud Service enables companies to streamline the delivery and maintenance of customer service sites across multiple device types.

Provide Just-in-Time Content

With Oracle RightNow Web Self Service Cloud Service, you can “syndicate” the content of your knowledgebase, extending it beyond your Web support site to product pages, reseller and partner Websites, commercial search engines such as Google and Yahoo!, and more. This not only makes information more readily available to your customers but also improves search engine optimization (SEO).

Deliver Smarter Self-Service

Companies that want to deliver a great customer experience need to make their knowledgebase content accessible—as well as relevant and fresh. Using a patented approach, Oracle RightNow Web Self Service Cloud Service automatically predicts questions and presents answers. Customers can access its knowledgebase through keyword search, browsing, and decision tree search. Best of all, as customers use the knowledgebase and submit questions, new and unique issues are identified. These are then added to the knowledgebase for the benefit of agents and other customers. The answers presented to customers are organized dynamically, based on their usefulness and effectiveness.

Additionally, with Policy Automation customers will experience a streamlined self-service process for complex decisioning environments. Their interactions will be personalized with the correct policy interview questions, calculations, and decisions applied based on the particular customer circumstance.

ORACLE DATA SHEET

ORACLE RIGHTNOW CX CLOUD SERVICE

KEY FEATURES

- Oracle RightNow Customer Portal Cloud Service
- Multidevice support
- Oracle RightNow Guided Assistance Cloud Service
- Intelligent knowledgebase
- SmartAssistant
- Policy Automation
- Intelligent autoresponse
- Google integration (site map support)
- Syndicated Knowledge Widget feature
- Answer feedback
- Web-based administration
- Security
- Globalization

KEY BENEFITS

- Highly effective around-the-clock self-service
- Optimized visibility into customer issues
- Improved customer experience
- Substantial contact center cost reduction
- Improved management of customer service operations
- Improved overall customer experience
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 ahead and shoulders above your competitors.

RELATED PRODUCTS

Oracle RightNow Web Experience includes Oracle RightNow Web Self Service Cloud Service and these other products:

- Oracle RightNow Chat Cloud Service
- Oracle RightNow Cobrowse Cloud Service
- Oracle RightNow Customer Portal Cloud Service
- Oracle RightNow Email Management Cloud Service
- Oracle RightNow Intent Guide Cloud Service
- Oracle RightNow Mobile Cloud Service

Deliver your customers the most relevant and timely information with dynamic knowledge. And, ensure that customers and your organization have effective and efficient self-service, even when faced with highly complex interactions.

Cross Channels Seamlessly

Reduce the customer effort of crossing channels and increase customer satisfaction. Real-time chat sessions strengthen customer relationships by expanding multi-channel support and improving service quality. Additionally, Engagement Engine provides dynamic delivery of chat assistance and offers based on online behaviors to personalize interactions and engage with customers at the moment of need.

When visual communication will make the difference, agents can leverage cobrowsing to proactively address queries in the most efficient and helpful way possible.

And, Email Response Management provides quality communications and timely resolution to with personalized responses that leverage centralized knowledge, routing, workflow and cross channel communications.

These assisted service capabilities provide a premium Web experience that delivers proven results, including higher customer satisfaction, increased conversion, and improved efficiency.

Web Self-Service Features

Take advantage of the following Web self-service features in Oracle RightNow Web Self Service Cloud Service:

- **Oracle RightNow Customer Portal Cloud Service.** The template and widgets in Oracle RightNow Customer Portal Cloud Service make it easy to create, deploy, and modify a highly interactive, branded online customer experience—including Web 2.0 information assets such as video, Flash demos, and maps.

- **Multiple-device support.** Oracle RightNow Customer Portal Cloud Service provides interactive customer support across multiple devices—from PCs to smartphones and any other device that can access the mobile Web.

- **Oracle RightNow Guided Assistance Cloud Service.** An interactive guide leads customers to appropriate answers and resolutions, thereby increasing the rate of customer self-service.

- **Intelligent knowledgebase.** Integrated across communication channels and driven by customer interactions, the intelligent knowledgebase in Oracle RightNow Web Self Service Cloud Service automatically learns and adapts. The result is accurate and relevant content presented to customers as suggested solutions based on analyses of their inquiries.

- **SmartAssistant.** This feature of Oracle RightNow Web Self Service Cloud Service provides customers and agents with possible solutions to questions or issues, based on the current session history or the keywords in an incident’s discussion thread.

- **Policy Automation.** Transform complex policy documents to an intuitive and efficient web self-service interface. Policy Automation reduces administration costs and improves customer satisfaction with consistent and effective resources for complex policy environments.

- **Intelligent autoresponse.** By providing fast, prepared e-mail responses to commonly asked questions, Oracle RightNow Web Self Service Cloud Service reduces the number of inquiries agents must handle.

- **Google integration (site map support).** With Oracle RightNow Web Self Service Cloud Service, search engines such as Google and Yahoo! can “spider” your public
knowledgebase content, enabling customers to find relevant knowledgebase answers through search engines.

- **Syndicated Knowledge Widget.** You can use the Syndicated Knowledge Widget feature of Oracle RightNow Web Self Service Cloud Service to provide relevant knowledge whenever your customers have questions, and wherever—from product pages to checkout pages, distributor and reseller sites, and more. The Syndicated Knowledge Widget is context-sensitive, which means that knowledge content is automatically segmented to display only that which is appropriate to the Web page content and which can be easily maintained and deployed without hard-coding to seamlessly support dynamic content updates.

- **Answer feedback.** Oracle RightNow Web Self Service Cloud Service enables end users to provide feedback on inadequate answers to their questions. An incident is then created that agents are able to easily manage.

- **Web-based administration.** Easy-to-use administration tools and a Web-based interface make ongoing maintenance a snap.

- **Security.** Oracle RightNow Web Self Service Cloud Service enables you to provide staff members with specific permission, access, and approval levels.

- **Globalization.** Oracle RightNow Web Self Service Cloud’s global platform can be deployed in 33 languages, including Unicode.

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**Contact Us**

For more information about Oracle RightNow Web Self Service 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**