

## **ORACLE RIGHTNOW CX CLOUD SERVICE AUGUST 2012 RELEASE - CAPABILITIES & BENEFITS**

### CREATE RELATIONSHIP OPPORTUNITIES TO GROW YOUR BUSINESS

#### KEY FEATURES

- -Chat business rules
- -Mobile discussions
- -SmartAssistant relevancy improvements
- -Knowledge Foundation API enhancements
- -Password Hardening
- -Configuration Settings and Message Base enhancements

#### KEY BENEFITS

- -Greater customer insights through smarter chat interactions
- -Increased community engagement and self-service with mobile discussions
- -Increased customer satisfaction with more relevant self-service results
- -Better brand equity through improved knowledge search relevancy
- -Increased brand trust and reputation through stronger security
- -Improved administrative efficiency and with smarter configuration interfaces

*The August 2012 release of Oracle RightNow CX Cloud Service delivers a broad range of improvements to Chat, Knowledge, and the RightNow CX Platform. Business Rules for Chat optimize customer relationships while building loyalty and advocacy with control over when, where, how, and with whom you engage. Enhancements to Knowledge increase self service rate and improve customer effort scores. Stronger password security and enforcement strengthens customer confidence and brand trust. And, Configuration Settings and Message Base enhancements enable greater speed and control over configuring and customizing sites.*

### **Chat Business Rules**

Chat Business Rules enable you to capture rich visitor data and invoke complex actions, allowing you to build greater customer insights for stronger relationships, loyalty, and advocacy. You can now streamline your deployments and increase effectiveness with over 70 built-in rule conditions across a broad set of categories, including date/time, geo-location, browsing behavior, cookies, interactions, and profile. The ability to manage both proactive and reactive entry points supports a full channel strategy with both commerce and service objectives. Content and trigger events can be set throughout the visitor experience to influence the entire customer experience across channels. Chat Business Rules are available as a professionally managed service.

### **Mobile Discussion Enhancements**

Mobile Discussions increases community engagement and self-service by keeping power users and moderators connected while on the go by allowing them to follow up on notifications from their mobile devices. Optimized for a mobile footprint, Mobile Discussions are device agnostic, allowing customers to engage from any device. With configurable authentication and expirations settings for replying to new content notification emails, you can ensure automatic and secure access to content.

## **SmartAssistant Relevancy Improvements**

Oracle RightNow Knowledge Cloud Service has added new algorithms and best-practice configuration defaults. Internal testing shows that these enhancements can improve search relevancy significantly, helping build greater trust and strengthen relationships with customers. New configuration verbs are now visible and more optimization of SmartAssistant results. The SmartAssistant default configuration includes optimized values based on RightNow support data sets to reduce the need for search tuning. And, the ability to treat the query body and subject separately increases relevance by automatically adjusting the search emphasis between subject and body.

## **Security – Password Hardening**

Security is enhanced with password strengthening capabilities including number of characters, type of characters needed in a password, password age and reuse rules for Oracle RightNow Customer Portal Cloud Service. An interactive visual guide provides the administrator an easy to use interface to instantiate the organization's password strength policies. Password enforcement at the end-user interface ensures that the password policies are followed while providing the user with real-time visualization of validity of entry.

## **Configuration Settings and Message Base**

The Configuration Settings and Message Bases editors have been redesigned to give administrators greater control and efficiency while configuring and customizing their site as well as easier upgrades. You can now search, inline edit, and control the display of settings and message bases through analytics, providing greater flexibility in designing your view and easier, more effective searching. You can also create custom configuration settings and message bases for powerful flexibility and customization of your site. Some configuration settings are now site-specific, enabling easier management of multiple interfaces. And, with export through analytics and import through the Data Import Wizard, you can bulk edit entries outside of the console for customization or translation.

A complete list of enhancements to Oracle RightNow CX Cloud Service can be found in the August 2012 Release Notes.

## Contact Us

For more information about Oracle RightNow CX Cloud Service, visit [oracle.com](http://oracle.com) 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. 0112

**Hardware and Software, Engineered to Work Together**

**ORACLE®**