

ORACLE RIGHTNOW CHAT CLOUD SERVICE

BRIDGING THE GAP BETWEEN SELF-SERVICE AND AGENT ASSISTANCE

KEY FEATURES

- Agent-, customer-, or activity-driven chat
- Customizable chat link, icon, and consumer interface
- Multidevice chat—from PCs, smartphones, tablets, and more
- Chat conferencing, transfer, and supervisor monitoring
- Access to Oracle RightNow Knowledge Cloud Service before, during, and after chat sessions

KEY BENEFITS

- Increase sales conversion rate and average order size
- Reduce shopping cart abandonment
- Achieve highest customer satisfaction compared to other channels
- Reduce call center costs and increase efficiency

Oracle RightNow Chat Cloud Service enables companies to provide a premium Web experience that delivers proven results, including higher customer satisfaction, increased conversion, and improved efficiency. It provides a way to engage customers before they abandon their purchases and also assist Website visitors who are having problems solving service issues on their own. Sessions can be initiated by customers or triggered proactively, based on company-defined rules. With Oracle RightNow Chat Cloud Service, agents can always guide your customers to the best answers and outcomes.

When Extra Assistance Is Needed ...

Your customers already experience excellent around-the-clock Web self-service, but sometimes they need that extra bit of assistance. Make it easy for them. Offering chat is a surefire way to improve first-contact resolution rates, increase agent productivity, and drive customer satisfaction, and it is also a great way to drive revenue through cross-selling, up-selling, and providing guidance for online purchases.

... Oracle RightNow Chat Cloud Service Provides It

Oracle RightNow Chat Cloud Services provides the following live-chat capabilities:

- **Real-time chat.** Oracle RightNow Chat Cloud Service enhances the online experience by providing real-time, text-based communication between agents and customers. Chat can be offered wherever a customer may need help.
- **Proactive chat.** Chat invitations can be proactively initiated according to built-in rules, such as the length of time a customer has spent on a Web page, chat agent availability, and estimated queue wait time. You can also create custom rules based on specific conditions or events such as the number of items in a shopping cart, clicking on a high-value product, or landing on a partner/distributor page.
- **Mobile chat.** In addition to chatting from PCs, customers can also chat from smartphones, tablets, and other Web-enabled devices. An API is also available for building custom mobile applications or for embedding chat within other Web-enabled applications.
- **Information access while in queue.** Oracle RightNow Chat Cloud Service can leverage the knowledgebase, enabling customers to search for answers while waiting for an agent. In addition, agents can leverage the knowledgebase to search for answers to push to customers.
- **Automatic reconnection.** If a customer's internet connection is lost during a chat, Oracle RightNow Chat Cloud Service will automatically reconnect the customer to the same agent at exactly the point where the chat left off. If the agent is disconnected, the customer will be placed back in the queue without losing any session information.
- **Updates on chat wait time.** Customers are kept informed of their real-time place in the queue, the average wait time for the queue, and their expected remaining wait time.

- **Feedback for chat.** Surveys following chat sessions give customers the opportunity to provide immediate feedback.
- **File attachments.** Customers can send file attachments to agents during chat sessions to provide additional information. Such attachments are automatically stored with the chat transcript in the customer's incident record. An agent can send a file to a customer by pushing a link to the knowledgebase article containing the file.
- **PCI compliance.** Customers can send sensitive data such as Social Security or credit card numbers in an off-the-record format that will not be stored in the chat transcript.

Agent Productivity Tools

Oracle RightNow Chat Cloud Service provides the following tools to help agents work more productively:

- **Multiple chat handling.** The Oracle RightNow Chat Cloud Service administrator configures how many chats an agent should take on and can give agents the flexibility to adjust those values as necessary.
- **Queue status.** Oracle RightNow Chat Cloud Service automatically displays real-time queue statistics, including color-coded critical warning levels for each chat session.
- **Customer history.** Agents can view a customer's complete history before providing an initial response.
- **Integrated incident management.** Oracle RightNow Chat Cloud Service enables agents to create incidents from chat sessions or add a chat to an existing incident.
- **Chat transfer and conference.** Agents can conference other agents in or transfer chats to other queues or agents, ensuring that customers receive service from the most-knowledgeable agent or agents. "Whisper" conference mode enables agents to engage in private dialogues while simultaneously chatting with customers.
- **Chat push/pull.** The Oracle RightNow Chat Cloud Service administrator can enable chats to be automatically "pushed" to an agent or have the agent "pull/request" the next chat.
- **Integrated knowledgebase.** Agents have integrated access to an industry-leading multichannel knowledgebase. The SmartAssistant feature in Oracle RightNow Chat Cloud Service drives agent productivity, by suggesting answers based on chat questions and transcript content.
- **Guided assistance.** Agents can assist customers by following troubleshooting guides that automatically post to the chat transcript. This ensures a consistent customer experience and improves agent productivity.
- **Standard responses.** Standard response templates—accessible via a single keystroke or hotkey—enable agents to handle service and support inquiries more efficiently.
- **Integrated cobrowsing.** Chat agents can also invite customers to cobrowse so agents can assist with Website navigation, form completion, and assisted selling.

Opportunity Management

Oracle RightNow Chat Cloud Service's opportunity management capabilities include:

- **One-click opportunity creation.** Agents can quickly create revenue opportunities and route newly discovered ones to the sales department.
- **Embedded offer advisor.** Presenting agents with timely and relevant cross- and up-sell offers during chat drives service center revenue.

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 Oracle RightNow Chat Cloud Service and these other products:

- Oracle RightNow Cobrowse Cloud Service
- Oracle RightNow Customer Portal Cloud Service
- Oracle RightNow Dynamic Agent Desktop Cloud Service

Management Tools

Oracle RightNow Chat Cloud Service provides the following management tools:

- **Monitoring.** Public and “whisper” supervisory monitoring of individual chat sessions ensures quality interactions. In addition, supervisors can join sessions to contribute to positive customer experiences.
- **Reporting and analytics.** Insightful real-time views and trend analysis enable business managers to gauge and improve the quality and responsiveness of service operations. Include predefined reports and the ability for business users to easily create custom reports.
- **Routing rules.** Efficiently manage incoming volume by automatically assigning chats to the appropriate queue, based on product, category, and custom fields. In addition, integrations built on a routing and queuing API enable Oracle RightNow Chat Cloud Service to be integrated with third-party platforms that control the routing and queuing of chats.

Administration

Oracle RightNow Chat Cloud Service's administration features include the following:

- **Dynamic on-demand desktop.** Oracle RightNow Chat Cloud Service is fully integrated with Oracle RightNow Dynamic Agent Desktop Cloud Service to provide easy drag-and-drop administration. It also provides seamless integration across all communication channels, making it easy to deliver a consistently superior customer experience.
- **Customizable chat user interface.** With Oracle RightNow Chat Cloud Service, it's easy to customize the chat user interface to reflect your corporate brand. You can even use different branding themes for different product pages. An API is also available for building a completely custom user interface.
- **Security.** Oracle RightNow Chat Cloud Service enables you to provide staff members with specific permissions and access and approval levels.
- **Globalization.** Oracle RightNow Chat Cloud Service is built on a global platform that can be easily deployed in 33 languages and dialects.

Contact Us

For more information about Oracle RightNow Chat 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