

ORACLE RIGHTNOW CLOUD SERVICE FEBRUARY 2013 RELEASE - CAPABILITIES & BENEFITS

KEY FEATURES

- Customer Portal Framework Extensions
- Engagement Engine
- Chat ROI Reporting
- Policy Automation
- Community Management
- Message Template Personalization
- Mobile Agent App
- Survey Expiration Options
- Open Integration and Extensibility

KEY BENEFITS

- Improve Usability for Web Developers
- Apply Intelligence to Every Chat Engagement
- Use Greater Insight to Increase Online Revenue
- Expedite Decisioning in Complex Environments
- Enhance Community Engagement
- Increase Message Relevancy
- Add the Power of Mobility to the Contact Center
- Gain Advantage with Relevant Feedback
- Reliably Extend Functionality with Public APIs

Improve your ability to deliver the right answers at the right time for your customers and business. The February 2013 release of Oracle RightNow Cloud Service delivers new features and enhancements that will result in measurable gains for your customers, contact center employees and developers. Customers will experience a new level of personalized service at the point of need with Engagement Engine and Policy Automation. The Mobile Agent App provides a new level of mobility to your contact center agents and managers, increasing their productivity and reducing incident resolution times.

Within the Customer Portal, your web developers will benefit from easier upgrades and faster development times. And, a robust set of Public APIs provide for increased functionality and deeper integrations across the enterprise. Included in this release you will also find features designed to increase community engagement, improve message relevancy with customers and employees, as well as new ROI reporting tools to increase online revenue and customer satisfaction.

Web - Customer Portal Framework Extensions

As a Web developer, strong development guidance and efficient development tools allow you to productively improve your customers' experience. In the current release we have made improvements to the extension wizard for better guidance on writing more efficient, impactful code. We have also updated online help to provide better clarity on how to more effectively use new features and capabilities. Additionally, we have introduced a highly intuitive visual interface that allows you to track the update status of widget versions and have more granular control of which versions you want to use and when. With this release, you will reduce administration and development timeframes while increasing visibility and control across your deployments.

Web - Engagement Engine

Engagement Engine, released in November 2012, is a powerful tool that allows you to intelligently engage with your online customers. With over 70 built-in rules and conditions, you can proactively and reactively manage entry points according to business need, monitor web sessions to target high value customers and dynamically insert content and trigger events. With the current release, Engagement Engine is completely incorporated into the administration console and has an intuitive user interface including point and click and drop down menus. 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 across channels.

RELATED PRODUCTS

The following related products are available from Oracle:

- Oracle RightNow Web Self Service Cloud Service
- Oracle RightNow Support Community Cloud Service
- Oracle RightNow Dynamic Agent Desktop Cloud Service
- Oracle RightNow Feedback Cloud Service
- Oracle RightNow Service Experience Platform

Web - Chat ROI Reporting

To allow you to maximize the value of your self service channels and ensure that your Oracle RightNow Chat Cloud Service is used to the full potential, we have added several new reports to increase the effectiveness of your engagement strategy. With Engagement Engine and Chat ROI Reporting, you can use prebuilt reports to track and measure your online conversion rates, average order value, and click-through rates. With this new level of insight you will have a clear understanding of where to make adjustments or changes to achieve your target goals such as increasing conversion rates and average order value.

Web - Policy Automation

Rapidly adapting complex policy documents to an intuitive and efficient web self service interface is critical to being responsive to the ever changing demands of your business. Oracle RightNow Policy Automation uses natural language processing to transform complex policy documents into a dynamic website interface. This intuitive interface means the single source document created by your policy owners can be rapidly deployed across all channels, ensuring consistent and accurate forms. Your customers will experience a streamlined self service process with the correct policy and questions applied based on the particular customer circumstance. Because policy documents normally require a high degree of compliance and transparency, compliance reports are automatically generated. You will reduce administration costs with consistent and effective resources for complex policy environments and, ultimately, customer satisfaction is dramatically improved when complex interactions are streamlined and personalized.

Social - Community Management

Communities are an effective and collaborative way to build a connection with your customers and empower peer support and communication. We have added two key capabilities in an ongoing effort to identify the high value functionality necessary to elevate successful community engagement. Your community managers can use “Sticky Posts” to highlight important content so it remains visible at the top of lists. And, to ensure the integrity of the community, “Private Message Management” allows your community managers to limit unwanted and undesirable messages. These new features enhance community engagement by improving the quality and reliability of content while ensuring a safe, collaborative environment.

Contact Center - Message Template Personalization

Every communication from your business is an opportunity to provide relevant information and build stronger relationships with your customers and employees. From responses to customer incidents to the internal notifications for agents and administrators, sending personalized messages make content more relevant and useful. The new functionality provided in the Message Template Designer dynamically displays content based on the specific record filters defined for that message. And, you can further brand your incident responses with the specific logo or treatment aligned to the message, while maintaining the uniform incident template structure. These message template personalization features are designed to extend your commitment to improving the customer and employee experience at every point of interaction and improve loyalty and advocacy.

Contact Center - Mobile Agent App

Successfully delivering mobility to the contact center must incorporate the unique functionality provided by the mobile device and an application designed to match. The Mobile Agent App is a native application designed specifically for the iPad. Now, your roaming agents, specialists and managers are untethered from their

desks. As a mobile agent or manager, you will be rewarded with a greater user experience, including intuitive layouts and navigation gestures, such as swiping to navigate back and forward. You also expect your tablet application to be fast and provide access to data whether connected to the network or not. The Mobile Agent App accomplishes this with an intelligent offline cache that provides improved response time when displaying data and automatically updates when more recent data exists on the server. Now you will be able to increase customer satisfaction by responding to incidents faster and always stay informed.

Engage - Survey Expiration Options

Feedback is more meaningful when it's timely. Additional survey expiration options available in this release help ensure that the value of insights collected from surveys is timely, manageable and actionable. Instead of a static survey expiration date, granular controls can be set according to the survey's specific goals and achievement thresholds. For instance, you can limit the maximum number of responses by setting the survey to expire after a pre-determined number of responses. This can simultaneously help collect and analyze input in a timelier manner as well as limit your incentive exposure, so you only give away what is required to accomplish your survey goals. With the relative expiration, you can set a surveys' expiration according to the invitation message send date, enabling you to drive higher response rates by increase participation urgency.

Cloud Service - Open Integration and Extensibility

Oracle RightNow provides a robust set of public APIs that enable deep integrations to your application ecosystem and continues to expand these public APIs further. As part of the February 2013 release, you have access to public APIs that support even richer enterprise integration scenarios and expand the data model coverage. Specific APIs include support for Read Only Query Language (ROQL), management and configuration coverage, and rapid task automation, e.g. automatically create and update holidays. These ongoing additions to expanding our public API library will help reduce development costs and increase functionality.

Contact Us

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



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Hardware and Software, Engineered to Work Together