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RIGHTNOW CX CLOUD SERVICE

ORACLE DATA SHEET

ORACLE RIGHTNOW CLOUD SERVICE MAY 2013 RELEASE - CAPABILITIES & BENEFITS

This latest release provides significant new features that distinguish Oracle as the only vendor to extend customer service access to any mobile device and provide agents and managers with total mobility via an iPad. Social monitoring has been enhanced to improve service quality and agents have been empowered with an integrated view of customers' social responses. And, communities are more effective with the ability to gain more insight and offer more compelling and productive community experiences.

KEY FEATURES

- Simple Browser Implementation for Portable/Mobile Devices
- Mobile Image Attachments
- Mobile SEO
- Add-in Support for Chat
- Social Monitor
- New Standard Reports
- Community Moderation
- Mobile Agent App
- Report Management Module

KEY BENEFITS

- Provide customer support via any mobile device browser
- Illustrate needs with mobile image attachments to incidents
- Optimized Mobile SEO
- Empower Contact Center agents and managers with a mobile agent desktop on the iPad
- Identify social trends to improve service quality
- Improve community usage, productivity and quality
- Provide customers with knowledge at their point of need
- Deliver a consistent interface across channels to improve service quality
- More easily extend the application
- Increase speed and usability in customer outreach
- Improve your service delivery with new insight into report usage

Web - Simple Browser Implementation for Portable/Mobile Devices

No JavaScript necessary. Deliver interactive mobile self service to all of your mobile customers. This new mobile page set allows you to support the long tail of browsers and devices. Not every device has the power of a smart-phone browser. With out-of-the-box reference implementation guides an administrator can implement the new page set to rapidly expand your service to any mobile phone with a browser, including hand-held game-systems, readers, and other non-traditional devices with browsers. Additionally, the simple browser addresses the low bandwidth issue that many emerging countries face, enabling a more connected way of delivering service with reduced bandwidth and lower costs.

Web – Mobile Image Attachments

Reduce time to resolution by empowering customers to illustrate their needs with image attachments. Mobile devices are increasingly the main source of customer service incidents. With this new feature, your customers can now attach images from their mobile device photo library to an incident.

Web – Mobile SEO

Better mobile SEO with support for Google mobile spiders. In the current release, customer searches initiated from a mobile search engine will deliver a superior user experience as search is now optimized to bring back mobile specific content.

Web – Add-In Support for Chat

Easily add functionality to the chat workspace to extend the application and increase agent productivity. This feature package allows workspace add-ins and ribbon add-ins to be used within the chat workspace. Improve your customers' experience with consistent cross-channel business logic and data integration. And, improve your agents' productivity with the availability of more functionality within a consistent interface.

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Social – Social Monitor

Identify service trends to improve quality and empower agents. New reports are available to track engagements across social networks and enable targeted trend analysis with sentiment drill-down charts. For live agent interactions, improve service responsiveness with automatic updates of customers' social response to existing incident threads.

Social – Community New Standard Reports

Improve community quality with better help for community managers. New reports provide further information to help Community Managers and Business Analysts get a deeper understanding of community engagement and usage. Track the source of community content, including email, mobile, or Web and leverage RightNow Analytics to keep track of and take action on content that requires moderation.

Social – Community Moderation

Ensure a safe, friendly, productive environment through efficient and streamlined moderation tools. Updates to the moderation dashboard provide a streamlined moderation workflow to simplify the management of community content and identify users that require moderation. For sticky posts, a greater degree of control has been added, allowing community managers the flexibility to add sticky posts to widgets and panels in order to reach community members where they go most and when it's most important.

Contact Center – Mobile Agent App

We continue to improve the Mobile Agent App with new key capabilities to improve the productivity of your roaming Agents and Specialists. The updates in the current release are designed to increase productivity with the ability to create, assign, and update tasks. Additional enhancements such as the ability to create new incidents and manage notes on contacts and incidents enable your agents to do more while they are away from their desks. And, a number of administrative enhancements provide better control and traceability of what is happening on your RightNow site.

Engage – Report Management Module

Save time and improve usability with granular report information. Empower your administrators with the ability to efficiently identify critical reporting insights. The Report Management Module provides administrators with a better understanding of how and where reports are being used. It includes a metadata view to deliver a more efficient means of rapidly identifying key information through a single view.

Cloud Service – Open Integration and Extensibility

As part of our ongoing commitment to provide open integration and extensibility, the current release provides expanded data model coverage and product functionality through new Public APIs. Additionally, enhancements to security have been added for SOAP Web service based integrations.

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Hardware and Software, Engineered to Work Together

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