

RIGHT NOW TECHNOLOGIES

Customers Include:



vodafone

Victoria

UNIVERSITY OF WELLINGTON

*Te Whare Wānanga
o te Ūpoko o te Ika a Māui*



RightNow CRM:

Knowledge at the Point of Action

RIGHTNOW NEXT-GENERATION CRM PROVIDES THE STRATEGIES, TECHNOLOGIES, AND APPLICATIONS NEEDED TO PRECISELY MANAGE THE CUSTOMER EXPERIENCE YOU PROVIDE. RIGHTNOW ENABLES YOU TO UNDERSTAND, ANTICIPATE AND RESPOND TO YOUR CUSTOMERS NEEDS IN A CONSISTENT WAY, ACROSS ALL CHANNELS.


RightNow's next-generation customer relationship management (CRM) solution uniquely empowers your company to consistently deliver a differentiated quality-of-experience. It does this by enabling you to design your frontline services, sales and marketing experiences consistently across all customer communication channels with maximum cost-efficiency. This will allow you to closely monitor your performance and drive continuous improvement.

BUSINESS BENEFITS

- ◆ Improved customer loyalty, retention and advocacy
- ◆ More effective customer acquisition
- ◆ Better insight into market trends and opportunities
- ◆ Stronger brand differentiation
- ◆ Reduced customer service operating costs

What makes RightNow solutions unique?

- RightNow is delivered as Software as a Service (SaaS), providing superior performance, scalability and interactivity for on-demand deployment
- Integration with Microsoft outlook
- One consolidated interface supports multiple job functions
- The drag-and-drop workspace design tools makes it easy to configure
- One customer knowledge repository, shared across applications, provides consistent viewing of the customer regardless of channel, product, function or process



"We are surprised at what a dramatic impact RightNow has had on our business. Our phone bill has reduced by over 50% in just 4 months, and we now have a far more efficient way of collecting and managing customer data as well as tracing email communications.

We are very excited about the future and developments like Video on Demand (VOD) that we intend to lead the online market in." - Kirsty Way - **General Manager DVD Unlimited**

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TECHNICAL SPECIFICATION

Features:

- ◆ Delivered as SaaS with free hosting or on-premise
- ◆ Use of a single knowledge base across all channels
- ◆ Customer-friendly search
- ◆ Continuous, Artificial Intelligence-driven self-tuning
- ◆ Speech recognition and speech synthesis
- ◆ Advanced reporting capabilities
- ◆ Complete customer feedback workflow
- ◆ Escalation with powerful rule base
- ◆ Customer-driven content support
- ◆ Supports multiple languages
- ◆ Instantly scalable
- ◆ Real-time monitoring and tracking
- ◆ Web form submission

ABOUT RIGHTNOW

RightNow (NASDAQ:RNOW) is leading the industry beyond CRM to high-impact Customer Experience Management solutions. Approximately 1,800 companies around the world turn to RightNow to drive a superior customer experience across the frontlines of their business. As a win-on-service strategy becomes a business imperative, CRM solutions have become essential for ongoing business success.

ABOUT DATAMAIL

Datamail is the exclusive New Zealand reseller and service agency for RightNow Technologies. Since 2002, Datamail has deployed RightNow into 40+ major New Zealand corporate and government agencies.

CONTACTS

For more information about our RightNow solution contact one of the following Datamail specialists:

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