



RightNow CX Helps Companies and Their Customers Get Social

RightNow CX February 10 Includes Increased Reach with Cloud Monitor and Community Enhancements, Helps Organisations Harness the Social Web to Improve Customer Experience

Sydney - February 18, 2010 - RightNow (NASDAQ: RNOW) today unveiled RightNow CX February 10, the customer experience suite, which includes new social functionality <<http://www.rightnow.com/cx-suite-social-experience.php>> to help organisations deliver a better customer experience.

Today's consumers are informed, connected and more vocal. They expect that their experience with a company will remain consistent and feel seamless as they traverse social and traditional channels. As a result, companies are under pressure not only to quickly identify strategies and technologies to keep up with the increasing number of customers interacting about their brand on the social web, but also to ensure that social efforts are part of their cohesive customer experience strategies.

RightNow CX February 10 gives organisations a way to listen and respond to conversations with their consumers on the social web and build branded communities to cultivate their own conversations – all seamlessly integrated with the web experience <<http://www.rightnow.com/cx-suite-web-experience.php>> and contact centre experience.

“One key to getting an ROI is making social media part of how people get their job done. This requires that social media not be deployed as an isolated, point application, but rather seen as part of the key infrastructure and as an application that is used to get customer service work done and to improve the customer experience.” “Best Practices: Five Strategies For Customer Service Social Media Excellence,” Forrester Research, Inc., August, 2009.

Better Social Experiences with RightNow CX

RightNow CX February 10 connects organisations with consumers on the social web, which drives the delivery of a more complete customer experience aligned with customer expectations:

RightNow Community applications <<http://www.rightnow.com/cx-suite-social-experience.php>> help organisations build branded communities for connecting and engaging with consumers.

New in RightNow CX February 10 is:

Socialised Knowledge Base: Consumers can assist in knowledge creation and maintenance by commenting on and rating answers that appear in an organisation's RightNow Knowledge Base <<http://www.rightnow.com/cx-suite-knowledge-foundation.php>> . Organisations can directly embed or link to consumer-generated content from their RightNow-powered communities to update answers in their RightNow Knowledge Base.

SmartSense Moderation Workflow : Organisations can be more vigilant about conversations happening in their RightNow Communities, with the ability to scan and automatically route content to the appropriate next step (publish, moderate, or discard) based on the sentiment of the post.

Community Widget: Relevant RightNow Community content can appear within an organisation's public-facing Customer Portal <<http://www.rightnow.com/cx-suite-customer-portal.php>> , giving consumers a unified view of corporate and user-generated content. Indeed, RightNow Cloud Monitor <<http://www.rightnow.com/cx-suite-cloud-monitoring.php>> gives organisations a way to be part of customer conversations on social network sites like Twitter, Facebook, MySpace and YouTube.

Cloud Monitor for RSS: Organisations can see and respond to a more complete scope of the conversations happening in the social web with the ability to monitor the millions of RSS-enabled blogs and web sites.

Cloud Monitor for RightNow Community: Organisations have a more complete social view of their customers by viewing consumers' community posts alongside their other social activity. Community posts can also be escalated to agents for resolution based on configurable parameters; adding this capability to Cloud Monitor enables agents to respond proactively to a wider set of posts and more easily identify hot post

topics.

Cloud Monitor <<http://www.rightnow.com/cx-suite-cloud-monitoring.php>> for MySpace and Facebook: Available later in 2010, Cloud Monitor will incorporate conversations in Facebook and MySpace.

“By engaging with consumers in the social web and connecting it to the overall customer experience, companies can turn consumers into loyal and vocal advocates. RightNow uniquely provides a comprehensive customer experience suite that weaves the social experience across the entire customer journey,” says John Kembel <<http://www.rightnow.com/blog/social-media/social-done-right>> , vice president of RightNow’s Social Experience Center of Excellence.

“It’s important to understand the potential of social networking and the customer experience as well as how these technologies can be harnessed to deliver on corporate objectives. B2C companies in consumer goods, retail, life science, healthcare, and high tech, in particular, must treat social networking as more than a short-term phenomenon and develop plans to integrate this new channel into its CRM—or, if you prefer, customer experience—strategy.”

AMR, RightNow Technologies Brings Social Into the Customer Experience

<http://www.rightnow.com/pdf/AMR_Research_0911MCMT-A-Fletcher1.pdf> , Chris Fletcher, November 2009

About RightNow

RightNow is helping rid the world of bad experiences one consumer interaction at a time, seven million times a day. RightNow CX, the customer experience suite, helps organisations deliver exceptional customer experiences across the web, social networks and contact centres, all delivered via the cloud. With more than eight billion customer interactions delivered, RightNow is the customer experience fabric for nearly 2000 organisations around the globe. To learn more about RightNow, go to www.rightnow.com

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