

Jetstar extends agreement with RightNow to support overseas expansion



Low-fares Australian airline leverages web self-service to optimise customers online experience in multiple languages and reduce contact center workloads

RightNow Technologies today announced that Qantas low fares subsidiary Jetstar Airways is extending its implementation of RightNow Service to support its aggressive expansion overseas. By further leveraging RightNow's acclaimed web self-service technology in multiple languages and across a wider range of content, the low-cost airline will optimise its customers online experience in additional languages including Chinese and Japanese and significantly reduce workloads at its call center, which is primarily geared for sales rather than service. The quality-of-experience Jetstar provides for customers on its web site is particularly important for the airline because such a substantial proportion of its ticket sales come from its online channel. RightNow has proven itself to be an excellent solution for leveraging the web to provide our customers with immediate, accurate and relevant answers 24 hours a day with minimal incremental cost, Grant Swinbourne, Jetstar's manager of online channels, said. By empowering us to extend this exceptional online experience to customers throughout the Pacific Rim, RightNow is playing an important role in Jetstar's growth strategy. Jetstar has already seen excellent results from its initial English-only RightNow implementation, which receives approximately 1.25 million visits per month. Jetstar customers have also consistently given the company's site very high satisfaction ratings in its market surveys. Jetstar's initial long haul expansion plans with flights commencing before the end of 2006 include Thailand, Vietnam, Indonesia, Japan and Honolulu in the US. RightNow is being used by several airlines including British Airways, Air Canada and ATA to optimise the customer experience across multiple channels. Air travel is a prime example of an industry where cost-control is a must, but it's also critical to deliver a great customer experience in order to remain competitive, said Alison Higgins-Miller, RightNow's Vice President Asia Pacific. Jetstar's decision to expand its RightNow implementation proves both that our solution has already helped them meet this cost/quality challenge and that they believe they can achieve even greater returns on their investment in RightNow's technology.

About Jetstar Airways Jetstar (www.jetstar.com) is a Qantas Group Airline and fully owned subsidiary. Its head office is situated in Melbourne, Australia. Jetstar commercially launched in Australia in February 2004 and commenced flying in May 2004. The value based low-fares carrier now operates almost 1,000 weekly services to 21 destinations including most Australian capital cities. Major markets include Sydney, Melbourne, Brisbane, Gold Coast and Cairns. Jetstar commenced some trans-Tasman international services from Christchurch in December 2005. Jetstar currently operates a fleet of 23 Airbus A320 aircraft for Australian domestic and trans Tasman services by June 2006. It will upgrade its Air Operator Certificate to operate wide bodied jet aircraft. An interim fleet of 6 wide body A330-200 aircraft will transition to a fleet of 12 new Boeing 787 aircraft, with delivery of Jetstar's first B787 scheduled for late 2008.

About RightNow Technologies RightNow (NASDAQ: RNOW) is leading the industry beyond CRM to high-impact Customer Experience Management solutions. More than 1,500 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, Customer Experience Management solutions have become essential for business success. Founded in 1997, RightNow is headquartered in Bozeman, Montana, with additional offices in North America, Europe and Asia. For further information, please visit www.rightnow.com. RightNow is a registered trademark of RightNow Technologies, Inc. NASDAQ is a registered trademark of the NASDAQ Stock Market.

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