



# Right Now Achieves Eleventh Consecutive Quarter Of Revenue Growth

Critical Acclaim, Rapid Time-to-Benefit Contribute to Non-Stop Revenue and Marketshare Increases

RightNow Technologies, a leading global provider of eService solutions, today announced that its revenue for 3Q01 increased over 2Q01 and jumped 65% over 3Q00. Based on these results, the company expects revenue for 2001 to grow by nearly 100% over revenues for 2000. RightNow's addition of over 85 new customers during the quarter including Amerada Hess, British Airways, Honeywell, Investors Business Daily, Medicare, and Sage is in marked contrast to other companies in the eCRM market, many of which have reported declining growth (see chart below).

Quarter / Quarter	Year / Year	Revenue Growth	Revenue Growth
RightNow	+3%	+65% Kana	-51%
-56% eGain	-39%	-29% Primus	-27%

-53% RightNow's ability to grow despite an economic climate that has slowed or reversed the growth of other eCRM vendors, as well as companies in most other technology markets, is attributable to several factors including the high ROI and rapid implementation offered by its flagship RightNow Web eService Center solution, critical acclaim for its products and vision, and an expanding global sales organization. RightNow recently released version 5.0 of RightNow Web eService Center, which provides the industry's most complete solution for assisting customers via Web self-service, email, chat, and phone. RNW eService Center 5.0 is the first Internet customer service solution to deliver a common knowledge base across all communications channels enabling companies to fully leverage a single, comprehensive support information repository. RightNow's unique self-learning knowledge base technology, which dynamically builds content based on customers' actual inquiries and interactions, has been proven to rapidly and significantly reduce call center workloads by empowering customers to quickly find 75% to 90% of the answers to their own questions online. This online self-service paradigm has resulted in substantial, quantifiable cost savings and service improvements for companies in every vertical market. Just as importantly, because of RightNow's powerful self-learning capabilities, companies can realize these benefits without requiring extensive up-front investments of time and effort. Because of its rapid time-to-benefit, RightNow has been garnering greater recognition by independent industry observers as a market leader, including the 2001 Users Choice Awards Gold Best in Class for Self Service Solutions. RightNow's global revenue growth is being supported by an increased presence in overseas markets through both direct and indirect sales channels as well as by the fact that RNW eService Center is capable of maintaining its common knowledge base in 15 languages. The company has also had excellent success in vertical markets such as telecommunications, airlines, and government agencies. In addition to RNW eService Center, RightNow revenues for 3Q01 were generated by RightNow Locator, which links a company's Web presence with their physical locations; RightNow Metrics, a tool for tracking customer satisfaction levels and CSR effectiveness; and RightNow Live, which enables and manages real-time chat sessions. All of these products are fully integrated within the RNW eService Center framework. About RightNow Technologies RightNow Technologies is a leading global provider of proven eService solutions that deliver rapid time-to-benefit and quick ROI. RightNow was named the second fastest-growing independent software company in the U.S. by Softletter, an industry newsletter. RightNow's comprehensive solutions include Web-based self-service, email response management, live chat and collaboration, and service analytics. These solutions feature an integrated product architecture, highly intuitive interfaces, and centralized workflow management all based on a proprietary customer-driven, self-learning knowledge base. RightNow customers include Air Canada, Ben & Jerry's, Black & Decker, Motorola, Nike, Nortel, Pitney Bowes, Sanyo, Social Security Administration, Sprint, and nearly 1,200 other organizations in a wide range of vertical markets. Founded in 1995, RightNow has offices in Bozeman, Dallas, London, Sydney, and Tokyo. RightNow's products are available in 15 languages worldwide. To learn more, visit [www.rightnow.com](http://www.rightnow.com) or call 877-363-5678 or 406-522-4200

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