



RightNow Customer Telecom New Zealand Scoops 2011 CRM Service Elite Award

Sydney - April 5, 2011- RightNow <<http://www.rightnow.com>> (NASDAQ:RNOW) customer, Telecom New Zealand has been honoured by the US-based publication, CRM Magazine, with a prestigious 2011 CRM Service Elite Award in recognition of its deployment of RightNow CX and multi-channel customer support for enhancing customer experience.

The 2011 CRM Magazine Service Awards highlight industry leaders based on the best measurable results and return on investment from their contact centre and customer service initiatives using technologies and/or services.

Telecom New Zealand has used RightNow Web Experience <<http://www.rightnow.com/cx-suite-web-experience.php>> <<http://www.rightnow.com/cx-suite-web-experience.php>> since 2005 to provide customers with a rich, easy to use web self-service solution.

Last year, Telecom New Zealand embarked on a program to deploy RightNow Chat on its website further enabling the carrier to offer consumers their own interaction channel of choice from telephone and email to web and chat. It was a move intended to introduce greater responsiveness and more flexibility into the sales process, enabling customers to seek immediate assistance while engaged in online sales activity. However, today, Chat has been embraced as much more than a simple sales mechanism and is now one of the company's most important tools for meeting the constant connection needs of today's consumers.

Telecom New Zealand has over 10 million interactions with customers every month. By using Chat, customers can engage in real-time, two-way communications with Telecom New Zealand agents without having to pick up the phone or walk into a store.

Since implementing RightNow Chat, Telecom New Zealand has achieved remarkable success, including:

- 5 percent sales conversion rate

- 80 percent customer satisfaction score (for sales chat)

- More than 100,000 answers viewed per month with a 95 percent self-service rate

- Less than 5 percent of RightNow knowledge base Web enquiries have resulted in a request for one-to-one contact

- Less than 4 per cent of all customer interactions with the RightNow knowledge base now generate an email requiring further information

"The standard of entries for 2011 provides a welcome opportunity for organisations committed to business and product excellence to receive the recognition they deserve. We congratulate Telecom New Zealand on achieving an exceptional result through its deployment of RightNow CX and promoting innovative business practices as well as product and service excellence. By working closely together, Telecom New Zealand and RightNow have developed services with real business and customer benefit. As a result, Telecom New Zealand is an example of an organisation that is future-focused and has identified and solved problems that help change the way organisations do business," said David Myron, Editorial Director, CRM and Speech Technology magazines.

For Telecom New Zealand, one of the big benefits of the new communications channel has been the ability to offer a more proactive service to customers," explains Jonathan Morris, Lead Manager – Digital Channels, Telecom New Zealand.

"Chat has also been enthusiastically greeted by the New Zealand deaf community. We didn't anticipate this when going down the chat path, but we've had numerous deaf customers tell us that the service is fantastic. One surprising aspect of chat is that it has not just replaced other methods of communication but it has increased the number of interactions between customers and Telecom NZ staff. Currently, we are experiencing around 10 million customer interactions per month. Our Telecom.co.nz online chat and Help Centre solutions and our email management capability CRM – all delivered using the RightNow platform – play a vital role in effectively supporting this demand today and will become increasingly important as we seek to provide customers with more self service and assisted service opportunities.

"We are both honoured and thrilled to win this Service Elite Award. It is testament to the success of our underlying technology platform and the

combined ability of Telecom New Zealand and RightNow to drive a successful engagement in delighting customers.”

Brett Waters, Vice President Asia Pacific – South, RightNow Technologies, said, “We are delighted that Telecom New Zealand has been recognised with this successful milestone and that it has emerged as a category leader through the deployment of a best-in-class customer experience solution and a results-driven working relationship with RightNow. We look forward to an ongoing robust relationship with Telecom New Zealand in 2011 and beyond.”

About RightNow

RightNow is helping rid the world of bad experiences one consumer interaction at a time, eight 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 ten billion customer interactions delivered, RightNow is the customer experience fabric for nearly 2,000 organisations around the globe. To learn more about RightNow, go to www.rightnow.com

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