



RightNow CX for Twitter Helps Companies Deliver Great Customer Experiences on the Social Web

New Service from RightNow Expands Capability of Twitter Platform to Provide Immediate Service to Twitter Users

RightNow (NASDAQ: RNOW) delivers a new service, RightNow CX <<http://www.rightnow.com/cx-suite.php>> for Twitter, harnessing the power of Twitter to deliver better customer experiences. Twitter's real-time information <<http://twitter.com/#!/RightNowNews>> and conversation streams have seen tremendous adoption; now instead of simply broadcasting content to followers, Twitter users can instantly access customer support from their favourite brands directly via the social network.

"As more consumers use Twitter to voice their opinions, businesses have an opportunity to use this burgeoning channel as a way to deliver great experiences to customers. Rather than searching the web to find support, CX for Twitter allows consumers to tweet a question or issue and receive immediate resolution," said Jason Mittelstaedt, chief marketing officer, RightNow.

RightNow CX for Twitter Makes it Easy for Consumers to Get Support

With RightNow CX for Twitter, individuals can simply tweet a question or request to a specific brand using a hash tag based on the RightNow service syntax – #help_brandname. CX for Twitter connects to the RightNow knowledge base and automatically returns an answer. The entire customer and brand engagement happens automatically within Twitter.

Any organisation using RightNow CX, the customer experience suite, can easily enable the CX for Twitter service. RightNow CX for Twitter takes cloud monitoring capabilities a step further by enabling an automatic, contextually correct response from the brand to the consumer. The necessary toolkit to enable RightNow CX for Twitter – with business objectives, examples, design guidelines, and more – will be available in the RightNow Community in Q4 2011.

RightNow Showcases CX for Twitter at RightNow Summit

RightNow developed the Powering Great Experiences App (PGXApp) for its own global summits <<http://www.rightnow.com/events.php>> to ensure clients have good, meaningful experiences while attending the events. The PGXApp has RightNow CX embedded within the app; it includes the ability to call or chat online with a live agent, search the knowledgebase for answers or Tweet a question to RightNow.

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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