

RightNow delivers Chinese language support



Company adds Mandarin, Cantonese and simplified dialects to bring total language count to 17

RightNow Technologies, provider of hosted customer service and support solutions, today announced it will release its software in Cantonese, Mandarin and simplified dialects of the Chinese language. These additions bring the total number of languages supported by RightNow to 17. RightNow's Chinese language support is a true multi-byte, Unicode (UTF-8) compliant implementation. It includes the language analytics necessary to enable RightNow's unique self-learning knowledge base and enhanced search capabilities to function across global languages. RightNow added Chinese language support to its software at the request of its multinational customers who are increasingly seeking to deliver customer service in the native languages of the diverse territories in which they operate. Chinese language support will be available in beta release in the second quarter of 2003. General availability is scheduled for the fourth quarter of 2003. RightNow is already available in American English, British English, European and Canadian French, Spanish, German, Italian, Japanese, Dutch, Portugese, Finnish, Swedish, Czech and Polish. "To do business successfully in a global economy, companies have to localise their customer service operations," said Sean Forbes, vice president of marketing and business development at RightNow. "RightNow continues to support this critical globalisation with developing language support that meets the needs our worldwide customer base." About RightNow Technologies RightNow Technologies is Australia's leading customer service and support solutions expert that radically and rapidly improves the effectiveness of service and support operations with easy-to-implement/easy-to-own technology, replicable best practices drawn from the industry's broadest base of successful implementations, and engagement terms that create accountability for delivering quantifiable results. RightNow delivers these benefits to more than 1,000 customers, including these Australia and New Zealand clients: Air New Zealand, Melbourne University, NSW Roads and Traffic Authority, Optus, Orange, OzEmail, Regional Express Airlines, Shell, TAB Limited, Telstra BigPond and the University of Southern Queensland. Globally, customers include British Airways, Cisco, Fujitsu, Maxtor, Remington, Sanyo, and more than 100 public sector clients. Founded in 1997, RightNow also has offices in Sydney, Bozeman, Dallas and London, with an associated office in Tokyo. RightNow's products are available in 14 languages worldwide. For further information visit <http://www.rightnow.com/>

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