



# RightNow Helps Marketers Improve Brand Experiences, Increase Online Conversions and Drive Sales

RightNow CX February 2011 with Intent Guide Gives Brands a New Way to Engage with Consumers Online

Sydney - February 24, 2011 - RightNow (NASDAQ: RNOW) today announced the availability of RightNow CX February 2011, which features RightNow CX Intent Guide with Natural Language Search. Taking exceptional customer experiences from the support page to the home page, RightNow CX Intent Guide helps marketers transform website search interactions into powerful marketing opportunities, resulting in improved brand experiences, increased online conversions and higher sales.

"Every time a consumer searches on a brand's website, it's an opportunity to shape the experience, build the brand and influence a purchasing decision. Marketers who aren't paying close attention to these interactions are missing prime opportunities, potentially damaging their brand and losing revenue," says Adam Sarner, Research Director, Gartner.

## RightNow CX Intent Guide Increases Website Conversions and Sales

RightNow CX Intent Guide uses advanced natural language search technology with industry-specific dictionaries and intent matching capabilities to capture and interpret customer intent. It understands exactly what website visitors are looking for and immediately delivers high-value, relevant content. Once the consumer has been guided to their intended action or answer, Intent Guide can make real-time, contextually-relevant offers to further improve sales. RightNow CX Intent Guide is able to do all of this through four types of interaction overlays:

- Question Matching enhances existing website search and navigation by understanding a consumer's intent and leading them to the relevant content. For example, consumers searching for "check my cash" and "cash my check" use similar words, but have different intents. Question Matching ensures consumers get exactly what they want, as quickly and easily as possible.
- Virtual Assistant further enhances consumers' search interactions by providing a personal, natural conversation interface tailored to an organisation's brand. This helps drive conversions while also reducing live assistance costs.
- Web Form Assistant decreases online form abandonment by proactively helping consumers to complete forms using previously captured visitor information.
- Contextual Online Offers delivers real-time, relevant offers based on the context of a page or the user's intent, dramatically increasing conversion rates to drive sales.

In addition, RightNow CX Intent Guide gives marketers deep insights into consumer behaviour and intent, allowing them to detect buying patterns, improve targeting and segmentation, and more accurately tailor online engagements.

"RightNow CX Intent Guide is instrumental for our strategic goals of maintaining customer loyalty and successfully engaging with both customers and prospects through the internet, which is our customers' preferred starting point for selecting, using and contributing to practically any financial service. Our marketers can react to true customer demand through the actionable insight that Intent Guide provides. With this insight, we can immediately adjust website content and can make our team accountable for customers quickly finding relevant answers online," says Max Mouwen, senior vice president of internet sales and service, ING Bank.

"When a consumer comes to you, you have their time, attention and permission. Make the most of it. With RightNow CX Intent Guide, you can create meaningful, intelligent interactions across a website and turn every search interaction into a brand-building, revenue-generating opportunity," says Brett Waters, Vice President Asia Pacific – South, RightNow.

## Availability

RightNow CX February 2011, which includes RightNow CX Intent Guide with Natural Language Search, is available today. RightNow CX Intent Guide seamlessly overlays existing website technologies, including mobile and kiosk interfaces, allowing brands to quickly elevate their online

customer experience without having to replace old technology.

#### 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](http://www.rightnow.com)

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