



RightNow Introduces RightNow CX for Mobile Apps, Helps Organisations Deliver Exceptional Customer Experiences Everywhere

RightNow CX for Mobile Apps Transforms Traditional Customer Support by Embedding Full-Featured Service Into Mobile Apps

RightNow (NASDAQ: RNOW) puts full-featured service <<http://www.rightnow.com/cx-suite.php>> into mobile applications, creating great experiences for end consumers and making it easy for brands to add service capabilities to any app.

“As mobile devices grow and the app market matures, brands have come to realise the critical need to deliver great customer experiences from every channel – not just on the device, but integrated seamlessly into the mobile apps themselves. Offering the full RightNow CX suite from within an app is the next step in engaging with consumers via mobile devices,” said Jason Mittelstaedt, chief marketing officer, RightNow.

Mobile devices and apps have changed the way consumers shop, receive information, view media, find entertainment and engage with brands; however, most mobile apps lack any meaningful customer service capabilities.

RightNow CX for Mobile Apps makes it possible for consumers to engage in interactive support with brands, from directly within a mobile app. From a simple click in an app, consumers can access the full functionality of the RightNow customer experience suite, to:

- Speak directly with a service agent, or engage in an interactive text chat
- Tweet questions using the #help [brandname] hashtag to receive immediate, automated answers via Twitter
- Submit email inquiries
- Search for help in a knowledge base; view answers, rate answers, see related questions
- Engage directly with a brand’s Facebook page <<http://www.facebook.com/#!/rightnowtechnologies>>
- Troubleshoot an issue using self-guided service

RightNow CX for Mobile Apps in Action

The Boston Globe has a new iPad app that delivers the same great content from the print edition of the Globe, but on an iPad. The app includes full-featured service and support using RightNow CX; if an individual needs help it is simply a click away. Users can search for answers, chat live with a representative or have an agent call them. Click here to see how RightNow CX support capabilities are embedded in the Boston Globe iPad App.

RightNow also developed the Powering Great Experiences App (PGXApp) for its own global summits 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.

Any organisation with RightNow CX in place can access RightNow CX for Mobile Apps capabilities. The necessary toolkit – with business objectives, examples, design guidelines, and more – will be available in the RightNow Community in Q4 2011.

“To help brands stay ahead of the rapidly evolving consumer, we provide accelerators - comprehensive toolkits that focus on specific consumer interactions, like mobile – that leverage RightNow CX to quickly take advantage of new consumer trends and opportunities,” said David Vap, chief solution officer, 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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