



RightNow is Recognised as a Leader in 2011 Magic Quadrant for CRM Web Customer Service

RightNow <<http://www.rightnow.com/>> (NASDAQ: RNOW) was named a Leader by Gartner, Inc. in the 2011 Magic Quadrant for Web Customer Service (WCS).

According to Gartner, Leaders “demonstrate market-defining vision and the ability to execute against that vision through products, services, demonstrable sales figures, and solid new references for multiple geographies and vertical industries. Clients report that the vendors deliver a high level of value and return on their commitment. The development team has a clear vision of the implications of business rules, and the impact of WCS on customer service requirements. A characteristic of a leader is that clients look to the vendor for clues as to how to innovate in customer service. The vendor does not necessarily drive a customer toward vendor lock-in, but rather provides openness to an ecosystem. When asked, their clients reply that this product has affected the organisation’s competitive position in their markets and helped lower costs. Leaders provide functionally diverse and rich WCS suites where their own knowledge base solution is part of the integrated offering and that can be deployed and supported globally and have at least six of the seven WCS framework components supported as an own OEM solution.”

RightNow CX <<http://www.rightnow.com/cx-suite.php>> the customer experience suite, helps consumer-focused organisations provide superior customer experience seamlessly across the web, social networks and contact centre. RightNow Web Experience <<http://www.rightnow.com/cx-suite-web-experience.php>> allows consumers to easily find the information they need anywhere, anytime via a feature-rich, branded web customer service solution from their computer or mobile device. RightNow Web Experience <<http://www.rightnow.com/cx-suite-web-experience.php>> also empowers consumers to serve themselves or seamlessly transition to agent-assisted help via email <<http://www.rightnow.com/cx-suite-email-management.php>> , chat <<http://www.rightnow.com/cx-suite-chat.php>> , or phone <<http://www.rightnow.com/cx-suite-voice-automation.php>> .

“RightNow is excited to be named a Leader in the Gartner Web Customer Services Magic Quadrant. Delivering exceptional customer experiences seamlessly across the web, contact centre and social networks is a key differentiator for leading brands, and RightNow continues to provide innovative solutions to help companies improve customer experiences, reduce costs, and increase revenue,” says David Vap, chief solutions officer, RightNow.

Click here <<http://www.rightnow.com/resource-ra-gartner-magic-quadrant-web-customer-service.php>> for a complimentary copy of Gartner’s 2011 Magic Quadrant for Web Self Service.

RightNow Recognised for Industry-Leading Customer Experience Solutions

In addition to the Leadership quadrant position in the Gartner Magic Quadrant for Web Customer Service, RightNow has received numerous industry accolades this year, including:

Named a Leader in the Gartner Magic Quadrant for CRM Customer Service Contact Centers <<http://www.rightnow.com/cx-news-17830.php>>

Won IQPC Call Center Excellence Award <<http://www.rightnow.com/cx-news-20504.php>> for Best Technology Solution Provider

Won multiple CRM Magazine Service Leader Awards <<http://www.rightnow.com/cx-news-17696.php>> in the Web Support, Contact Center Search, and Enterprise Feedback Management categories

RightNow clients are also racking up awards for the results they are driving using RightNow solutions:

BT Retail, Jackson Hewitt, J&P Cycles, and University of New England earned Gartner & 1to1 Media CRM Excellence Awards <<http://www.rightnow.com/cx-news-17790.php>> for driving significant value through their customer relationship and experience strategies

Telecom New Zealand was recognised as a CRM Magazine Service Elite <<http://www.rightnow.com/cx-news-17696.php>> for transforming its contact center to deliver exceptional multi-channel support

About the Magic Quadrant

The Magic Quadrant is copyrighted 2010 by Gartner, Inc. and is reused with permission. The Magic Quadrant is a graphical representation of a marketplace at and for a specific time period. It depicts Gartner's analysis of how certain vendors measure against criteria for that marketplace, as defined by Gartner. Gartner does not endorse any vendor, product or service depicted in the Magic Quadrant, and does not advise technology users to select only those vendors placed in the "Leaders" quadrant. The Magic Quadrant is intended solely as a research tool, and is not meant to be a specific guide to action. Gartner disclaims all warranties, express or implied, with respect to this research, including any warranties of merchantability or fitness for a particular purpose.

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 2000 organizations around the globe. To learn more about RightNow, go to www.rightnow.com <<http://www.rightnow.com>> .

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