



## RightNow is Recognised as a Leader in the 2011 Magic Quadrant for CRM Customer Service Contact Centres

RightNow <<http://www.rightnow.com/>> (NASDAQ: RNOW) was named a Leader by Gartner, Inc. in the "Magic Quadrant for CRM Customer Service Contact Centers <<http://www.rightnow.com/resource-ra-gartner-magic-quadrant-crm-customer-service-contact-centers.php>> " report, authored by Michael Maoz, April 15, 2011. According to Gartner, "the Magic Quadrant looks at CRM software for customer service representatives in the contact center." Evaluation criteria included ability to execute and completeness of vision, which include in part customer experience, product services, innovation, operations and overall viability.

Gartner defines Magic Quadrant leaders as companies that "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 social networking 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 organisations' competitive position in their markets and helped lower costs. Leaders can demonstrate US\$50 million in sales to new customers during the past year."

RightNow CX <<http://www.rightnow.com/cx-suite.php>> , the customer experience suite, helps consumer-focused organisations provide superior customer support seamlessly across the web, contact centre, and social networks. Specifically, the RightNow <<http://www.rightnow.com/cx-suite-contact-center-experience.php>> Contact Centre Experience solution delivers exceptional customer experiences across agent-assisted channels including phone, email, and chat, while maximising agent productivity, lowering costs, and driving revenue. RightNow contact centre solutions are also integrated with Social Experience <<http://www.rightnow.com/cx-suite-social-experience.php>> and Web Experience <<http://www.rightnow.com/cx-suite-web-experience.php>> solutions to power next generation social contact centres. With RightNow CX, agents not only efficiently respond to customer requests via traditional interaction channels; they can monitor, listen and respond via social media channels such as Twitter and Facebook to ensure customers receive consistent service regardless of the channel.

"We are honoured to be in the Gartner CRM Customer Service Contact Centers Leaders Quadrant," said Jason Mittelstaedt, chief marketing officer, of RightNow. "We believe this recognition is confirmation of RightNow's unique ability to help consumer-centric organisations enhance contact center performance and provide seamless multi-channel customer experiences to build loyalty and drive profit."

Please visit "Magic Quadrant for CRM Customer Service Contact Centers <<http://www.rightnow.com/resource-ra-gartner-magic-quadrant-crm-customer-service-contact-centers.php>> " for a complimentary copy of the report.

### Four RightNow Clients Win Gartner & 1to1 Media CRM Excellence Awards

Four RightNow <<http://www.rightnow.com/cx-news-17790.php>> clients -- BT Retail, Jackson Hewitt, J&P Cycles, and University of New England -- recently won Gartner and 1to1 Media CRM Excellence Awards. These leading organisations join the ranks of 12 RightNow clients who have previously received this honour including iRobot, Real Networks, drugstore.com, Nikon, Black & Decker, eHarmony, Motorola, Overstock.com, The TrainLine.com, Minnesota Online, Marktplaats, and Photobox. These global organisations use RightNow CX, the customer experience suite, to deliver award-winning customer experiences via the web, contact centre, and social networks.

### About the Magic Quadrant

The Magic Quadrant is copyrighted 2011 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 2,000 organisations around the globe. To learn more about RightNow, go to [www.rightnow.com](http://www.rightnow.com)

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