

RightNow Powers Great Mobile Experiences for KLM



RightNow CX Intent Guide Helps KLM Give Travellers Instant Support

Sydney, 29 July 2011 – RightNow <<http://www.rightnow.com/>> (NASDAQ:RNOW) is powering great customer experiences for airline KLM Royal Dutch Airlines <http://www.klm.com/travel/nl_en/index.htm>. With RightNow CX, the customer experience suite, KLM is delivering dynamic support information to customers on its award winning * mobile website.

The KLM mobile site is now receiving more than 20,000 visits per day as travellers increasingly rely on smartphones to check-in and find answers to their questions while on the move. KLM's mobile site allows passengers to book flights, check-in, check flight status, and, with RightNow CX Intent Guide, receive easy and quick access to answers to their queries. Using advanced natural language search technology, Intent Guide understands exactly what website visitors are looking for and immediately delivers high-value, relevant content. For example, a passenger who would like to find out about the leg space in the specific seat class they have purchased might type 'long legs' into the search box. This passenger will instantly get an answer about the space for all different seats, which would include the seat they purchased.

KLM has used RightNow CX Intent Guide on their corporate web site since 1997, and extending RightNow Intent Guide to their mobile web interface was the next critical step to continuing to elevate their customer experience. KLM's passengers expect the same customer experience via their smartphones as when searching via their laptop or PC. The consistency between experiences means that customers are left feeling positive about the brand.

"We're aiming for 10 percent of our overall online visits to occur on the mobile site. To achieve this goal, we must deliver an excellent customer experience every time customers interact with us," says Rob Zwerink, director of e-development at KLM.

With events such as extreme snowy conditions across Europe last winter and the volcanic ash cloud from Iceland driving demand for instant support information, KLM has high expectations for the mobile site. Zwerink concludes, "Mobile is one of the most important channels for us now, and we have invested in technology to ensure our passengers receive an excellent experience on the move. It is critical that we are able to provide the same level of service via smartphones and our website to ensure consistency in brand experience, especially during peak times or events that result in a high-level of online queries."

Via the KLM website, RightNow has answered more than 3.3 million questions in the past 12 months, delivering instant support in six languages for customers around the world. The continuity of support across both the KLM website and mobile website ensures a superb customer experience.

*Positive customer feedback about the mobile site helped KLM scoop the Mobile Media & Marketing Award, given by the digital and mobile marketing agency Mobile Generation

<http://translate.googleusercontent.com/translate_c?hl=en&prev=/search%3Fq%3DMobile%2BMedia%2B%2526%2BMarketing%2BAward%2B-%2BKLM%26hl%3Den%26biw%3D1419%26bih%3D695%26prmd%3Divns&rurl=translate.google.co.uk&sl=nl&twu=1&u=http://www.mobgen.com/&usg=ALkJrhii> and Telegraaf Media Group <<http://www.tmg.nl/?language=nl&size=11px>> .

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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