



RightNow Powers More Than Forty Global Gaming Companies' Exceptional Multi-Channel Customer Experiences

Activision, Big Fish Games, EA, and Sony Online Entertainment Use RightNow CX to Get Customers Back in the Game

Sydney, 29 April 2011 - RightNow (NASDAQ: RNOW) helps more than forty global gaming companies deliver unparalleled multi-channel customer experiences to drive revenue, increase efficiency, and build loyalty. Using RightNow CX, the customer experience suite, leading gaming brands including Activision, Big Fish Games, EA, NC Interactive, and Sony Online Entertainment, can quickly and consistently respond to customer needs via the web, contact centre, and social networks.

"RightNow's leading multi-channel customer experience solutions, combined with our deep expertise based on numerous gaming implementations, make us the customer experience solution of choice for the gaming industry. We are proud to help so many leading gaming companies get their customers back into the game with fast and effective customer service," said Jason Mittelstaedt, chief marketing officer, RightNow.

Activision Answers the Call of Duty by Providing Great Customer Experiences

Activision, maker of popular games Call of Duty and Guitar Hero, uses RightNow CX to power its next generation social contact centre. With RightNow CX, Activision's agents not only efficiently respond to gamers' requests via traditional interaction channels; they can monitor, listen and respond to gamers' commentary via social media channels such as Twitter and Facebook to provide exceptional support. When Activision launched the latest version of Call of Duty, it was able to reduce email and phone traffic by 25 percent by enabling gamers to find answers via their preferred social channels.

Activision also delivers the information gamers need to help themselves via the phone so they can get back in the game as fast as possible. With RightNow CX's interactive voice response (IVR) capabilities, 70 percent of gamers that call Activision are able to automatically access answers to help themselves without speaking to an agent.

In addition, RightNow has been an invaluable source of customer insight for Activision. By capturing support data across all channels, Activision is equipped with a rich source of actionable information to promptly identify and respond to customer concerns and development preferences, leading to a higher-quality product and a more satisfied customer.

Big Fish Games Provides Players with Stress-Free Support

Big Fish Games is a developer, publisher and distributor of casual games for PC, Mac, mobile and tablets. The company offers A New Game Every Day! on www.bigfishgames.com and distributes more than two million games per day. To date, the company has had more than 1 billion games downloaded from its website. Customers come to Big Fish Games to relax, and the company strives to make their customer support an extension of that experience.

With RightNow CX, Big Fish Games enables support across multiple channels, including phone, web, email, and chat. RightNow also helps Big Fish Games offer support in ten languages (Danish, Dutch, English, German, French, Italian, Japanese, Portuguese, Spanish, and Swedish). Using RightNow CX, Big Fish Games' live chat agents are online in multiple time zones to deliver an enhanced positive experience. As a result of implementing RightNow's customer experience solutions, Big Fish Games has greatly expanded its support offerings across the globe.

Sony Online Entertainment Provides Premium Global Support

Sony Online Entertainment (SOE) is a recognised worldwide leader in massively multiplayer online (MMO) games with titles such as EverQuest, and Star Wars ; Galaxies. SOE uses RightNow CX to effectively manage web, email, chat, and phone support from a single, unified customer experience platform to deliver the premium service expected from a world-class brand. RightNow also provides SOE with a complete global view of customer activities. With interfaces in French, German and Japanese, SOE delivers consistent and relevant knowledge to customers, regardless of location or time zone.

SOE has even integrated RightNow with its custom in-game support tools to provide players with information at every point of contact. SOE is able to capture customer data directly from the customer's gaming session to automatically route the incident to an agent with the most appropriate skills. With this enhanced access to relevant information, contact centre agent productivity has improved 40 percent, and agents can more quickly diagnose and respond to support incidents. In addition, customers have the same great information at their fingertips on the web, and as a result, phone traffic has become only 2 percent of the contact centre agents' workload.

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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