



RightNow Technologies receives innovation award from American Association of Artificial Intelligence

eService leader cited for successful commercial application of multiple AI technologies in eService centre app

RightNow Technologies, Inc., a global provider of eService solutions expertise, today announced its flagship product, RightNow eService Centre, has been recognised by the American Association of Artificial Intelligence (AAAI) for outstanding achievement and innovation in the commercial application of AI technology. RightNow has been issued two patents, and has eight pending, for design and its artificial intelligence technology innovations. The award was presented at the AAAI's Fourteenth Annual Conference on Innovative Applications of Artificial Intelligence (IAAI) in Edmonton, Canada. The Innovative Application Award is based on these attributes: its significance, use of AI technology, innovation, content, technical quality, and clarity. RightNow eService Centre is a success in applying AI techniques to real business problems. Its market acceptance by more than 1,000 customers ranks RightNow among the most widely embraced AI-based products in the history of the IT industry. RightNow eService Center uses a broad range of AI technologies including natural language processing, intelligent 'clustering' of related knowledge items, and automated ranking of knowledge items based on relevancy and age, for which RightNow recently received a patent. RightNow eService Centre represents, "an excellent example of how AI technology and the Internet can be used to provide increasing levels of customer support in an economic fashion," Steve Chien, Jet Propulsion Laboratory, IAAI Conference Chair for 2002 said. "The applications this year provide an excellent example of technologies that have already or will soon have significant impact as well as unique insight into how AI technologies are adapted and fitted into a larger operational context," Chien added. In addition to receiving the award, RightNow developers Stephen D. Durbin, Zuzana Gedeon, J. Neal Richter, and Doug Warner have been invited to contribute a paper to appear later this year in AAAI's AI Magazine, the publication of record for the artificial intelligence community. "It's a great honour for RightNow and its developers to be recognised by the AI community for our innovative application of leading-edge technologies for such practical business purposes. It reinforces the expertise RightNow has developed to better serve its customers," Sean Forbes, vice president of marketing and business development at RightNow said. "We believe that RightNow is a market leader in technical innovation as it relates to service. This drives our application's ease of deployment and rapid return-on-investment. Using these and future planned advances, we intend to continue revolutionising the delivery of software solutions across the spaces we target." The academic paper that led to RightNow's award from the AAAI can be viewed at: <http://ai.rightnow.com/pubs/IAAI02SDurbin.pdf>. About RightNow Technologies RightNow Technologies, a recipient of UPSIDE Magazine's 2002 Hot 100 Private Companies Award, is the leading eService solutions expert, engineering business solutions that deliver rapid time-to-benefit and quick return on investment. RightNow delivers these benefits to more than 1,100 customers such as: Air New Zealand, Ben & Jerry's, British Airways, Cisco, Fujitsu, Maxtor, Orbitz, Remington, Sanyo, and more than 100 public sector clients including the Social Security Administration and the State of Florida. RightNow's multi-channel eService suite, which is Section 508 certified, supports Web-based self-service, email response management, live chat and collaboration, and reporting and service metrics. RightNow Locator, which directly links a company's Web presence with its real-world locations, provides customers the information they need to purchase products or obtain services locally. Founded in 1995, RightNow has offices in Bozeman, Dallas, London, and Sydney, with an associated office in Tokyo. RightNow's products are available in 14 languages worldwide. For further information visit <http://www.rightnow.com/>.

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