

ORACLE RIGHTNOW SOCIAL EXPERIENCE

AN UNBEATABLE CUSTOMER EXPERIENCE

KEY BENEFITS

- Deliver a seamless customer experience regardless of where or how customers interact with you
- Create customer loyalty, and generate enthusiasm for your brand
- Harness word of mouth to derive more value from your marketing spending
- Quickly and proactively address customer concerns
- Enable customer collaboration to drive support and innovation
- Leverage user-generated content to build your knowledge foundation
- Make it easy for customers to find the answers they need—across channels
- Capture unstructured social insights along with formal feedback through Oracle RightNow Feedback Cloud Service
- Earn a reputation for being open, collaborative, and responsive

The social Web has given consumers more influence over brands than ever. For organizations this shift brings new challenges and opportunities to win loyalty. Oracle RightNow Social Experience enables brands to harness consumer influence and passion in service of the brand. From social media monitoring to branded online communities to a full-service Facebook experience, it is designed to extend experience to the places where consumers are learning, sharing, and buying across the social Web.

Customer Empowerment

These days, customers have all the power. Their voices shape your message. Their opinions drive your sales. Their passion defines your brand. And the vast majority of their conversations are happening beyond your organization's reach—out on the social Web. It's time to make those conversations an integral part of your customer experience.

You need a three-pronged strategy in this new world of customer empowerment. First, you need to monitor conversations occurring on the social Web and act quickly to address customer concerns. Second, you need to host your own customer community to maximize loyalty, improve service, and drive innovation. Third, you need to provide great customer experiences within social networks such as Facebook. Oracle RightNow Social Experience can help you do all three.

Oracle RightNow Social Experience Applications

Oracle RightNow Social Experience comprises multiple cloud service applications that make the social Web an integral part of the customer experience:

Oracle RightNow Social Monitor Cloud Service

Oracle RightNow Social Monitor Cloud Service enables you to monitor relevant customer conversations as they occur on the social Web. Monitor major networks such as Twitter, Facebook, and YouTube as well as your specific sites such as your Facebook page, your own community running on Oracle RightNow CX Cloud Service, and other RSS-enabled sites where your customers gather. Prioritize follow-up by using SmartSense emotion detection technology—a feature of Oracle RightNow CX Cloud Service—to help gauge sentiment. Then respond directly in the channel and manage and record the interaction with the power of a complete incident system.

Oracle RightNow Social Designer Community Cloud Service

Build a customized enterprise community to support your unique business needs with Oracle RightNow Social Designer Community Cloud Service. It features powerful administration and moderation tools, a dynamic reputation engine, and extensive integration with Oracle RightNow Dynamic Agent Desktop Cloud Service, Oracle RightNow Customer Portal Cloud Service, and Oracle RightNow Knowledge Cloud Service—helping you design a seamless customer experience.

ORACLE RIGHTNOW SOCIAL EXPERIENCE

Oracle RightNow Social Experience is part of the market-leading Oracle RightNow CX Cloud Service, which offers an integrated approach to customer experience. With Oracle RightNow CX Cloud Service, you'll be able to provide a seamless customer experience in 33 languages across multiple touchpoints—from your knowledge foundation and contact center to your corporate Website and social communities. Deliver exceptional customer experiences that put you head and shoulders above your competitors.

RELATED PRODUCTS

Oracle RightNow Social Experience includes the following products:

- Oracle RightNow Self Service for Facebook Cloud Service
- Oracle RightNow Innovation Community Cloud Service
- Oracle RightNow Social Designer Community Cloud Service
- Oracle RightNow Social Monitor Cloud Service
- Oracle RightNow Social Designer Cloud Service
- Oracle RightNow Support Community Cloud Service

Oracle RightNow Support Community Cloud Service

Oracle RightNow Support Community Cloud Service is a quick-start application for peer-to-peer customer service. It features out-of-the-box discussion forums, Q&A pairs, and resource libraries. Multiple integration points with Oracle RightNow Dynamic Agent Desktop Cloud Service and Oracle RightNow Customer Portal Cloud Service, including incident escalation and syndicated widgets, provide a smooth transition across channels.

Oracle RightNow Innovation Community Cloud Service

Oracle RightNow Innovation Community Cloud Service is a quick-start application for gathering consumer insights, driving innovation, and collaborating with your customers. It helps you collect and prioritize ideas, discuss solutions, and test concepts or prototypes. As a result, you can validate your ideas, get early buy-in from stakeholders, and ultimately accelerate product innovation.

Oracle RightNow Self Service for Facebook Cloud Service

Oracle RightNow Self Service for Facebook Cloud Service extends great customer experience to your Facebook presence. Your customers can find answers, ask questions of their peers, submit product ideas, and even initiate incidents directly from your Facebook page. Oracle RightNow Self Service for Facebook Cloud Service delivers these experiences from the same knowledge and social foundations exposed throughout the solution, so your customers get a consistent experience while you leverage and syndicate your existing investments.

Contact Us

For more information about Oracle RightNow Social Experience, visit oracle.com/rightnowcx or call +1.800.ORACLE1 to speak to an Oracle representative.



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Hardware and Software, Engineered to Work Together