



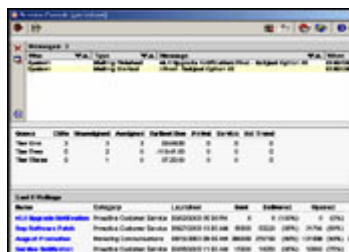
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Product Review: RightNow CRM 7.0

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By Pam Baker
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"RightNow is adding a lot of sales and marketing functionality to multichannel and contact center use. They are not just companies anymore," Yankee Group analyst Sheryl Kingstone told NewsFactor.

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RightNow pioneered the hosted-software model for customer service, but it did not stop there. It has since become a more aggressive player, moving into the broader CRM market.

"With its addition of marketing last year and sales functionality this year, RightNow can arguably claim to have the broadest hosted CRM footprint on the market," says Forrester Research vice president, Forrester Research, told NewsFactor.

On Target

RightNow focuses on small to mid-size companies and divisions of large enterprises. Its revenue stream, 40 percent comes from large customers with over a billion in revenue; 50 percent comes from the middle market; and the remaining 10 percent comes from government and education.

"They are adding a lot of sales and marketing functionality for multichannel contact center use. They are not just for small companies anymore," Yankee Group analyst Sheryl Kingstone told NewsFactor.

RightNow's customers include such brand-name companies as Skechers, P&G, British Airways, Nike, Black & Decker, Nikon, Medicare, the Social Security Administration, Polaroid, Sony, Ben & Jerry's, Binney & Smith, Under Armour, and more than 90 other household names.

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"RightNow has some very large companies who rely on its service products questions on the Web, manage e-mails, and even run the call center," says:

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It is unlikely that the company will stop there.

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"The company and its family of hosted CRM products excel at leveraging th customer base and in aggressively and easily spotting opportunities in exis customers," Laurie McCabe, vice president of small and medium business s Partners, told NewsFactor.

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Having a strong background in customer service is enabling the company to cement relationships as it adds new ones, a feat few on-demand vendors have been able to pull off. "RightNow's customers seem to love th and its product -- once its sales product matures it could give Salesforce a run for their money," says Kinikin.

Going with the Flow

The CRM market sands are shifting away from pricey packaged software ar less-costly hosted solutions. RightNow has always offered both to cover th needs, but says its sales are reflecting the broader trend.

"Four years ago, half of our customers were using the on-demand model; t than 90 percent of our customers are using the hosted model," RightNow's founder, Greg Gianforte, told NewsFactor.

To Host or Not To Host

Hosting reduces the total cost of ownership by more than 50 percent on a company claims. It also accelerates the go-live date. RightNow says its tim the day of customer commitment is approximately 45 days.

The company is among the few that do not charge for hosting. Gianforte s hosting actually increases RightNow's profit margin, so the offer is not likel limited.

"Our price is identical if we host it for customers or if they put it on their o Our profit margin is actually nominally higher if we host it, because we dor provide technical support 🛠 to keep the platform going on their hardware,

Product Highlights

RightNow's family of products has several distinguishing features. Among t notable are an analytics 📊 package that comes standard on all modules, a application included in the package that can do multi-stage, multi-event ca a graphical campaign editor, and customer control over upgrade schedulin

RightNow CRM 7.0 is comprised of three applications built on a common ba Service, a multichannel customer service and support application; RightNo and RightNow Marketing, a multichannel marketing automation 📧 applicat starts at US\$50,000 for 25 users with a two-year term contract.

RightNow Service 7.0: Key new features in the latest version include Offer (automated suggestive selling based on individual customer's buying habit telephony ☞ integration ☞ (CTI) support for more than 30 popular phone consolidated performance metrics for phone and online channels, and a 36 of customer interactions ☞.

RightNow Sales: New to RightNow's offerings, RightNow Sales offers an int interactive user interface; pipeline management and forecasting; contract/ generation; multiple sales methodologies support; [Microsoft](#) ☞ integration; disconnected use.

RightNow Marketing: When deployed with RightNow Service and RightNow RightNow Marketing enables marketers to leverage service and sales data planning and campaign execution. Key new features include graphical cam designer, event triggering, campaign tracking, and integrated Web forms f online customer data.

Deciding Factor

Analysts recommend companies try products before committing to any ver

"It's much easier to trial on-demand products than packaged software. Nai choices to two or three and then pilot each for 10 days or so and see how suggests McCabe.

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