



RIGHT NOW.

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OpenMethods Connects RightNow On Demand CRM with Genesys Solutions to Empower Contact Center Agents to Better Serve Customers

OpenMethods Delivers Genesys Integration and Softphone Controls to the RightNow Desktop

BOZEMAN, Mont.--([BUSINESS WIRE](#))--[RightNow Technologies](#) (NASDAQ:RNOW) today announced a fully tested integration between the [RightNow On Demand Agent Desktop](#) and [Genesys](#) Customer Interaction Management suite using [Open Methods' RightNow Adapter™](#). By connecting RightNow and Genesys, via OpenMethods, companies can intelligently route customer interactions to the right agent at the right time, while arming agents with relevant customer information.

In November 2008, RightNow announced [a new desktop add-in framework](#) that allows its partners to easily add new functionality to the [RightNow On Demand Agent Desktop](#). The desktop add-in framework increases agent productivity by integrating and centralizing applications, tools, and web services into a unified RightNow On Demand Agent Desktop.

"We are pleased to announce the [OpenMethods RightNow Adapter](#) for [Genesys integration](#) as the first of many agent desktop add-ins to come. By using OpenMethods, clients that have both RightNow and Genesys can seamlessly connect these systems to make sure they deliver great customer experience regardless of where the query originates from," said David Vap, vice president of products, RightNow.

This integration has been certified by Genesys, an Alcatel-Lucent company, with a *Gvalidated* designation reflecting its adherence to the company's demanding integration standards. The *Gvalidated* designation helps companies identify applications that have met a stringent set of integration validation requirements. Only applications that carry the *Gvalidated* logo can claim that the integration has been developed according to Genesys-approved methods and standards, designed using Genesys tools, documented through Genesys standards and methodology, and successfully tested in a lab environment.

"The OpenMethods RightNow Adapter has been rigorously tested to meet the most stringent Genesys requirements to successfully pass the Gvalidation process. Gvalidation, more than any other certification process, strongly assures a streamlined deployment of high quality partner solutions for joint clients." *Arnaud Kraajvanger, vice president worldwide marketing programs, Genesys*

[OpenMethods](#) Links [RightNow](#) and [Genesys](#)

- [The RightNow On Demand Agent Desktop](#) makes it possible for contact center agents to deliver contextually relevant information to customers across all touch points – phone, email, and chat.
- Using Genesys, contact centers are able to route and process interactions, connecting customers to the best available agent – fast.

- By integrating RightNow with Genesys, via the OpenMethods RightNow Adapter, contact centers can:
 - Increase agent efficiency and reduce training time with unified desktop that automatically triggers advanced RightNow features such as [contextual workflow and agent scripting](#)
 - Provide streamlined customer experiences across all channels by not repeating requests for same customer information
 - Present customized offers to agents based on call context, increasing the value of customer interactions
 - Provide agents with full media softphone controls that will minimize desktop clutter and prevent needless context switching between multiple applications
 - Decrease deployment time, thereby reducing integration and migration costs
 - Minimize technology risks with Genesys' Gvalidated integration of the OpenMethods RightNow Adapter

“For the agent, we deliver screen pop, unobtrusive and easy-to-use softphone controls and a 360° view of multi-channel contacts for qualitatively better customer interactions. We eliminate the frustration of having to ask repetitive questions, perform constant alt-tabbing between applications and making costly typing errors. By getting rid of expensive telephony to CRM integrations, the IT team can stretch tight investment dollars for other strategic initiatives.”
Tim Barnes, CEO of OpenMethods

About RightNow Technologies

RightNow (NASDAQ:RNOW) delivers the high-impact technology solutions and services organizations need to cost-efficiently deliver a consistently superior customer experience across their frontline service, sales and marketing touch-points. Approximately 1,900 corporations and government agencies worldwide depend on RightNow to achieve their strategic objectives and better meet the needs of those they serve. RightNow is headquartered in Bozeman, Montana. For more information, please visit [RightNow Technologies](#). RightNow is a registered trademark of RightNow Technologies, Inc. NASDAQ is a registered trademark of the NASDAQ Stock Market.

About OpenMethods

OpenMethods is an expert in the area of design, development and integration of real-time customer contact. OpenMethods works to improve voice navigated customer experiences through the creation and management of innovative applications - specializing in IVR and Voice XML application development, Voice Caller Interface Design (VUI), and CRM/CTI/IVR/Voice Portal integration. For more about OpenMethods and their solutions, please visit www.openmethods.com.

About Genesys Telecommunications Laboratories, Inc

Genesys, an Alcatel-Lucent company, is the leading provider of software to manage customer interactions over the phone, Web and mobile devices. The Genesys software suite connects customers with the right resources – self-service, assisted-service and proactive outreach – to fulfill customer requests, optimize customer care goals and efficiently use resources. Genesys software directs more than 100 million customer interactions every day for 4,000 companies and government agencies in 80 countries. These companies and agencies can leverage their entire organization, from the contact center to the back office, to dynamically engage with their customers. For more information, please visit www.genesyslabs.com.

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