

## Customer Information + Customer Communication

RightNow CRM is the highly successful CRM suite from RightNow Technologies that covers all customer interactions from self-service to live. CosmoCom's CosmoCall Universe (CCU) is a unified, multimedia contact center platform that empowers enterprise-wide consolidation of all contact center locations and applications into one virtual platform. Working together, these two products form a complete solution that optimizes the customer experience from initial contact through the entire customer lifecycle.

## Complete Integration for Complete Customer Care

CCU and RightNow CRM have long been integrated via CosmoConnector, CCU's powerful integration component. But with the new integration interfaces available since RightNow's August 2008 release, the connection is tighter, and the synergy between them is greater.

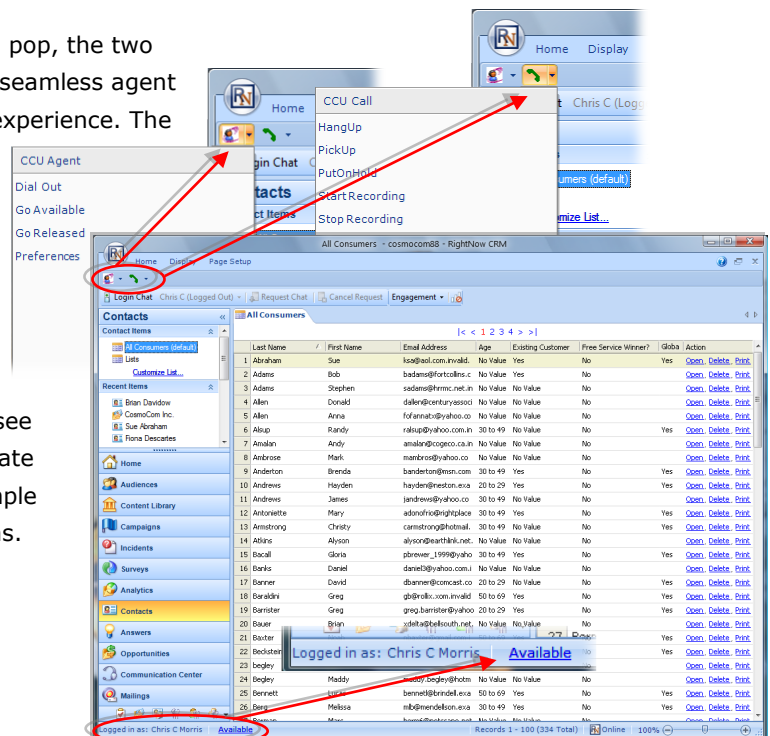
From a single point of login to an advanced screen pop, the two applications work together, exchanging data for a seamless agent experience and the smoothest possible customer experience. The CCU agent is now embedded in the RightNow desktop. In addition to the familiar CRM features of RightNow, users get a complete CCU agent with almost no additional desktop footprint.

Agents can quickly and easily answer calls, place them on hold, transfer and conference them, start or stop recording, and more. They can also see their agent status, set agent preferences, and initiate outbound calls. Adding agent features is just a simple configuration process that adds a few small buttons.

## Power behind the Scenes

The familiar, easy-to-use agent GUI is just the beginning. CCU is a complete contact center suite, providing all the advanced inbound and outbound capabilities needed by enterprises of all sizes. CCU combines multi-channel ACD, IVR/IVVR, CTI, predictive dialing, and multimedia recording, with powerful web-based administration and reporting tools in one all-IP, multi-tenant platform. The CCU platform:

- Integrates quickly and completely with the RightNow CRM suite.
- Features unified queuing, routing, and administration for all media types and all agent locations.
- Provides a secure virtual contact center for any business unit, or includes it in the larger whole.
- Works in both premise-based and service-provider-hosted configurations.



Powerful contact center agent functionality - minimal footprint