



Deepening Brand Relationships

Kicking and Screaming

Dan Nichols

RightNow Technologies

State of the Union

- My Background
- Agency Support – ID Branding
- Who is RightNow?
- Maturity Level
- My 3 Year Goal
- RightNow's Mission
- Company Transformation

Validation

Rid the World of Bad Experiences

“About 6 months ago, I gave the thumbs-up to RightNow Technologies’ new mission: “To rid the world of bad experiences.” Having spent considerable time with RightNow’s management team, I could see that the new mission was more than just a slogan, **it’s a commitment to an operating model that’s driving all of the firm’s key decisions.**”



Bruce Temkin
Forrester