

CX Seminar in Dublin, Ireland

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Almost 50 people attended the CX Seminar that CapricornVentis and Oracle delivered yesterday at the Aviva Stadium in Dublin, Ireland. Following the seminar the attendees enjoyed a gourmet lunch and an amusing stadium tour.



The main focus of the seminar was on the importance and value of CX in today's markets and organisations, and also how technology could enable it. Then two client success stories were presented by Paddy Power and Abtran.

David Lopes (Oracle CX Strategist) opened with "The Role, Importance and Value of CX". A great presentation that aroused the attendees, allowed them to perceive what is CX, and facilitated the connection with the technology.

Then it was my turn to present RightNow CX and show how technology can enable CX. Based on a smooth Customer Journey (the story of James, customer of FS Bank) I was able to touch some of the key functionalities around Social, Service, Sales, Outreach, Feedback and Reporting.



From the feedback I got – on the individual and joint Q&A sessions, and over the coffee and lunch breaks – I sensed that people liked the technology. But more important than that, they perceived how RightNow CX can replace many systems and bring them value.

The truth is that most of the companies (if not all of them) still have silos. They use different systems to sell, to log complaints, to market their products, to deal with social media, to analyse voice-of-the-customer. And then they build warehouses for reporting and analytics purposes.

RightNow CX allows them not only to have an all-in-one, industry leading solution, but also much more than that, as it is a very powerful application, full of cool features and functionalities. That can quickly bring added value, by improving the customer and user experience.