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For Immediate Release###

RightNow Wins the STC International Summit Award for Distinguished Technical Communication for WebWorks ePublisher-Based Online Help

JUNE 23, 2011, AUSTIN, TEXAS: WebWorks client RightNow, provider of RightNow CX, the customer experience suite, has bested 105 finalists to win the Award of Distinguished Technical Communication in the category of User Support Materials in the Society of Technical Communication (STC) International Summit Awards competition. The award was given for the company's *RightNow CX August 2010 Documentation*. The documentation was built using the WebWorks ePublisher platform.

To receive the Award of Distinguished Technical Communication in an STC International Summit Awards competition, documentation must meet or exceed stringent criteria in categories such as audience, style, organization, scope, design, clarity, ease of use, navigation and balance.

"We are very pleased to win this award," says Jae Evans, leader of the RightNow team responsible for the RightNow CX documentation. "We have always been committed to creating the best possible user experience, and we receive positive comments from our clients about our documentation. This recognition from experts in the technical communications field further validates our approach to creating user-centered support documentation."

Evans believes his team's focus on the end-user experience fueled the decisions that led to award-winning documentation.

"As a leader in customer experience solutions, the experience we provide for our own clients is paramount," says Evans. "To provide the best user experience, you can no longer rely on PDFs as your primary documentation resource. You must create an interactive Web 2.0 experience that includes audio, video, and animation to help your clients learn about your solution."

RightNow chose WebWorks ePublisher to meet its end users' multiple output needs and eliminate the time required to build custom features.

"We have used many of ePublisher Pro's out-of-the-box features to create an improved user experience," says Evans. "We also took advantage of ePublisher Pro's multiple output options by releasing our documentation in help format, ePub format, and PDF."

WebWorks CEO Tony McDow echoes Evans's beliefs.

"WebWorks was thrilled to see the RightNow team win top honors for their excellent documentation," says McDow. "They have developed a context-sensitive tool for their end users to quickly find what they need without being overwhelmed. We are excited that WebWorks ePublisher was chosen to support their efforts, but the real kudos goes to Jae and his team for staying committed to innovating how they support their end users."

About RightNow

RightNow is helping rid the world of bad experiences one consumer interaction at a time, 8 million times a day. RightNow CX, the customer experience suite, helps organizations deliver exceptional customer experiences across the Web, social networks and contact centers, all delivered via the cloud. With more than 10 billion customer interactions delivered, RightNow is the customer experience fabric for nearly 2,000 organizations around the globe. To learn more about RightNow, go to www.rightnow.com. RightNow is a registered trademark of RightNow Technologies, Inc.

About WebWorks

WebWorks ePublisher is the industry-leading multi-format help documentation delivery software that is quick and easy to use, gives companies the flexibility to write in their preferred software with the power to customize their output, scales as the needs of the business grow, and delivers information in a way that connects with end users and builds customer loyalty. ePublisher outputs to HTML, Help, Reverb Help, wiki, PDF, mobile devices and other technical publication formats. ePublisher is used by Fortune 100 companies, technical communication professionals and software development teams worldwide. For more information, please visit www.webworks.com.

