



### U.S. AIR FORCE RECRUITING SERVICE

#### RightNow Solution

Service: web self-service, email management, online chat

#### Industry

Government (Central / Federal)

#### Customer Since

2002

#### Additional Information

Integration with Virion via XML

#### THE COMPANY

United States Air Force Recruiting Service (AFRS) recruits quality Airmen from a cross-section of America, utilizing all the tools of professional salesmanship to achieve the primary Air Force national objective: to fly and fight in Air, Space, and Cyberspace.

#### SITUATION

Entering the military is a big step in any individual's life. So people contemplating enlistment typically have lots of questions, and increasingly they are going online to get answers. The challenge of providing these answers is made even more difficult by the fact that potential recruits are such a diverse group. Addressing individual concerns in a timely, personalized, and accurate manner therefore requires intelligent use of technology and people.

#### GOALS

- Leverage the internet in support of the total recruiting process
- Rapidly provide rich information to potential recruits
- Optimize productivity of AFRS contact center staff

#### ACHIEVEMENTS

- "Instant gratification" of site visitors' information needs
- Efficiently and effectively manage 8,000+ chat sessions per month
- Complete record of online interactions passed along to 1,640 local recruiters across 1,200 offices
- Met or exceeded all recruiting goals within budget constraints

AFRS is using RightNow to manage its online conversation with potential recruits across web self-service, email, and chat channels. It has also integrated RightNow with the rest of its IT environment to ensure that the online conversations flow effectively into the rest of the recruiting process. And its recruiters have to be very savvy about engaging the young people in their communities. RightNow enables AFRS to make the most of every interaction. As a result, AFRS is fulfilling its enlisted goals of more than 30,000 recruits despite its staffing constraints—and the fact that the country is actively engaged in military conflict.

#### FOR COMPLETE CASE STUDY, PLEASE VISIT

[www.rightnow.com/customers-us-air-force-active-recruiting.php](http://www.rightnow.com/customers-us-air-force-active-recruiting.php)

“As the internet becomes a bigger part of everyone's daily life, RightNow is becoming a bigger part of what we do at AFRS. We continue to expand our RightNow implementation in order to more efficiently access the caliber of recruit we need to ensure the Air Force's ability to fulfill its constantly evolving global mission.”  
—Master Sergeant Deshan Woods, AFRS interactive account executive