

BECKER PROFESSIONAL REVIEW

RightNow Solutions

Service: web self-service, email management, call tracking, fax

Sales: proactive lead follow-up

Industry

Education

Customer Since

2005

Additional Information

- Electronic courseware content added to the knowledge base to increase information delivery and reduce 1:1 interaction with multiple tutors / info sources
- RightNow widely implemented across multiple DeVry business units and used by more than 1,000 agents

THE COMPANY

Becker Professional Review, a subsidiary of DeVry, Inc., serves the global accounting and financial professions with innovative educational solutions that help students in college and throughout their careers.

SITUATION

Becker Professional Review has a long history of delivering exceptional value to college students and accounting professionals. To maintain its competitive advantage, however, Becker continues to invest in differentiating capabilities—as well as in efficiency improvements that help it operate more profitably.

GOALS

- Maintain leadership in competitive higher education market
- Deliver value-added services to support premium pricing
- Reduce operational costs

ACHIEVEMENTS

- Re-allocation of staff time for proactive follow-up boosts recruitment and retention rates
- Innovative use of solution for programs such as tutoring and CPA exam tracking provides incremental value
- 67% reduction in registration-related incidents
- 98% of student issues resolved within 24 hours

Becker has deployed RightNow to optimize its ability to provide current students, prospective students, and others with fast, accurate answers to their questions regardless of how they choose to interact with the organization. Becker has also implemented RightNow's sales automation technology in its call center to track the leads and ensure that every prospect receives appropriate, timely follow-up. And expansion is slated to continue with the implementation of RightNow's marketing solution—which will enable the company to improve the customer experience, increase operating efficiency, and gain high-value insight across the entire student lifecycle.

FOR COMPLETE CASE STUDY, PLEASE VISIT

www.rightnow.com/customers-becker-professional-review.php

“Becker's continued success is contingent to a large degree on our ability to provide a level of service to our students that our competitors can't match. RightNow provides solutions and professional services that have proven instrumental in maintaining and extending the differentiation of our brand year after year.”
—Peter Serrate, Becker's director of central services