



WORLD'S FOREMOST OUTFITTER®  
Hunting • Fishing • Outdoor Gear

### RightNow Solutions

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

Locator: store locator

### Industry

Retail

### Market Size

Enterprise

### Customer Since

2002

### Additional Information

- Business Week ranked Cabela's in its list of the Top 25 Customer Service Elite—making it one of only two retailers (the other being Nordstrom) to receive this honor
- A benchmarking study from Cisco ranked Cabela's #1 among online retailers in customer experience, putting it ahead of such market leaders as Amazon and Best Buy

### THE COMPANY

Cabela's is the world's largest direct marketer and a leading specialty retailer of hunting, fishing, camping, and related outdoor merchandise.

### SITUATION

When it comes to a great customer experience, few companies can hold a candle to the outdoor outfitters at Cabela's. Since its founding in 1961, Cabela's has built its brand on exemplary customer care. This strategy has resulted in tremendous customer loyalty, enabling the company to reach more than \$2 billion in sales last year.

### GOALS

- Extend competitive differentiation with an exemplary customer experience
- Optimize use of online communication channels
- Minimize technology ownership costs

### ACHIEVEMENTS

- Broad recognition as one of the country's most customer-centric retailers
- More than 300,000 answers every month via web, email, and chat
- Noticeable reduction in email within one week of deployment
- 2.5-hour email turnaround time

RightNow plays a key role in helping Cabela's deliver a differentiated customer experience. By providing Cabela's with a highly effective way of managing web, email, and chat communications, RightNow helps the company quickly respond to its customers via whichever channel they choose. RightNow also reduces the company's service costs by maximizing the number of customers who find their own answers online without the assistance of a Cabela's employee. Plus, thanks to RightNow's on demand delivery model, Cabela's has been able to reap these benefits without having to take on the technology ownership burdens typically associated with CRM software.

**FOR COMPLETE CASE STUDY, PLEASE VISIT**

[www.rightnow.com/customers-cabelas.php](http://www.rightnow.com/customers-cabelas.php)

“With RightNow, we can better serve our customers regardless of how they contact us. For a company that values customer service above all, those capabilities are indispensable—especially as use of online channels continues to grow.”

—Ron Spath, Cabela's VP of customer relations