



RightNow Solutions

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

Marketing: currently being implemented to engage proactively with gamers

Feedback: customer surveys

Voice: automated self-service

Industry

Entertainment

Market Size

Enterprise

Customer Since

2001

Additional Information

- Millions of answers viewed in knowledge base every month
- Select titles offer in-game knowledge base access
- 33 interfaces, including support in 10 languages
- Had TAM on site for several months for solution and process optimization

THE COMPANY

Electronic Arts (EA) is the world's leading independent developer and publisher of interactive entertainment software for advanced entertainment systems.

SITUATION

As the world's leading independent producer of electronic games, EA has some serious customer service challenges. Millions of global customers play EA's numerous games on a variety of platforms. They have questions about everything from game rules to sound card configurations; for answers, they may pick up the phone or go online, and speak Japanese or Czech. And, as the online gaming market expands, the number of questions is growing faster than ever.

GOALS

- Provide global support to customers across hundreds of titles
- Handle growing incident volume generated by new online titles
- Seamlessly link multiple offshore and internal resources

ACHIEVEMENTS

- Handled 50% increase in incidents despite 10% budget cut
- Delivery of premium service levels in support of premium brand
- Awarded the 2007 Gartner CRM Excellence Award
- Global visibility into service processes enables continuous improvement
- Tens of thousands of incidents answered within 24 hours
- Unified environment for incident tracking enhances the customer experience

RightNow's web-based on demand delivery model has proven to be ideal for EA's globally dispersed, partially outsourced contact center operations. Because access to RightNow is provided via the web, everyone everywhere shares a common incident management system. This allows EA to dynamically assign responsibility for specific games or tasks anywhere in the world as appropriate to meet fluctuating demand. This hosted environment also gives EA managers full visibility into all support activities and metrics.

EA is also planning to use RightNow's marketing solution to provide more proactive support and strengthen its relationships with its customers, and recently launched RightNow's voice solution to give customers another option for quickly accessing information.

“ RightNow's technology and people have been extremely important to EA as our business continues to grow and change. They're an extremely responsive partner I can count on to work with us as we face the challenges that come with being a market leader on a global scale. ”
—Boyd Beasley, EA's sr. director of customer support

FOR COMPLETE CASE STUDY, PLEASE VISIT

www.rightnow.com/customers-electronic-arts.php