



RightNow Solution

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

Industry

Government (Central / Federal)

Customer Since

2006

Additional Information

- 17 interfaces
- Pilot program drove internal consensus for adoption

THE COMPANY

The mission of the U.S. Environmental Protection Agency (EPA) is to protect human health and the environment.

SITUATION

The EPA has a critically important and highly complex mission. In order to protect human health and the environment across the United States, the agency must address a wide variety of issues. However, like every other agency, it has limited resources and must do everything possible to operate at maximum efficiency. At the same time, the EPA is under increasing pressure to communicate effectively with the general public. And that ability to communicate was hindered by overwhelming volumes of email and the de-funding of two of its contact centers.

GOALS

- Reduce agency's approximately 90,000 monthly emails
- Increase incident-handling efficiency in anticipation of de-funding of two contact centers
- Increase consistency of replies to inquiries
- Increase visibility into constituent issues and concerns

ACHIEVEMENTS

- More than 70% reduction in email volume
- Responsive service despite contact center de-fundings
- Consistent, expert-approved answers provided across all communication channels
- Site user insights drive improvements

After analyzing available vendor offerings, it soon became evident that RightNow was the best choice for the EPA. It provided the ease-of-use the agency needed for both site visitors and internal users, as well as the ability to appropriately balance centralized and de-centralized control. Its email management capabilities would greatly ease the routing and tracking of inquiries across the EPA's departments. And RightNow's hosted delivery model would speed deployment while eliminating all the upfront and lifecycle costs associated with conventional solutions.

“RightNow has had a significant, measurable impact on the EPA's ability to deliver critical information to the public. It has enabled us to improve our service across the board, even while closing two separate contact center operations.”
—Jeff Tumarkin, services manager for EPA's enterprise customer service solutions group

FOR COMPLETE CASE STUDY, PLEASE VISIT

www.rightnow.com/customers-us-epa-office-of-environmental-information.php