



RightNow Solution

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

Industry

Retail

Market Size

Mid-Market

Customer Since

2002

Additional Information

- 19 interfaces including English, French, German, Italian, Spanish, and Swedish
- Knowledge base handles ~300,000 questions every month
- 24-hour email response and hold times down 18%
- Operating expenses reduced 71% in two years while sales continue to increase

THE COMPANY

The Generations Network provides products and services that connect families across distance and time.

SITUATION

The Generations Network has established itself as the undisputed leader in its market by providing customers with access to an unmatched wealth of family history data. A quality customer experience is also critical for the company's growth, since it desires to retain a high percentage of its existing subscribers even as it pursues new ones. At the same time, to optimize its profitability, it must deliver that quality experience as cost-effectively as possible.

GOALS

- Deliver a great customer experience to ensure continued market leadership
- Scale service operations to support growing global customer base
- Reduce costs to optimize profitability

ACHIEVEMENTS

- 95.5% customer satisfaction in its contact center
- Over 900,000 members and 14 million active registrants worldwide supported in six languages
- Contact center staff reduced by more than 85% while its customer base grew
- 38% reduction in calls and 50% reduction in emails
- Estimated millions saved annually through greater contact center efficiencies

RightNow plays a particularly important role in enabling The Generations Network to satisfy its customers while controlling costs. Just as important, RightNow enables the company to keep growing its customer base, entering new markets, and acquiring other companies without having to worry about the cost and disruption of a large-scale contact center expansion. The Generations Network is able to pursue its business goals with a high level of confidence in its ability to keep delivering a great customer experience.

FOR COMPLETE CASE STUDY, PLEASE VISIT

www.rightnow.com/customers-the-generations-network-inc.php

“ RightNow has made it easy for us to standardize and automate the delivery of information to customers wherever and whenever they want it. We also now have complete visibility into our support activities, so we can immediately see where there are opportunities for further improvement. ”

—Christopher Tracy, VP of member services