

KODAK USES RIGHTNOW TO CONTROL COSTS AND OPTIMIZE THE EXPERIENCE

Kodak Gallery

RightNow Solutions

Service: web self-service, email management

Voice: automated self-service

Industry

Retail

Market Size

Enterprise

Customer Since

2001

Additional Information

- Using solutions in conjunction with on demand call center and routing technology from RightNow partner, Echopass
- Integrated with Sybase database to provide customer account information
- Within a few months the automated system was handling 21,000 calls a month
- Frontline contact center outsourced to U.S. partner

THE COMPANY

Kodak Gallery is the leading online digital photo service. The kodakgallery.com site provides consumers with a secure and easy way to view, store, and share their photos with friends and get real Kodak prints of their pictures.

SITUATION

As digital cameras became increasingly popular and more customers visited the site, Kodak became less able to respond to customer calls with its customary speed and accuracy. The problem became especially pronounced during spikes in call volume, especially those that occurred during the holiday season. And those spikes were driving up costs. So Kodak had to take steps to improve the scalability and efficiency of its contact center.

GOALS

- Control contact center costs as volume continues to rise
- Better handle peak seasonal demand
- Ensure that customers get consistent, accurate answers
- Expand service coverage to 24/7

ACHIEVEMENTS

- Voice self-service significantly reduces staff workloads
- Transparent routing of calls to outsourcing partner eliminates need to hire and train temporary workers
- Common voice and web knowledge base ensures consistency of answers and lowers administrative complexity
- Automated systems provides service 24 hours a day, delivering an enhanced customer experience

The combination of RightNow, Echopass, and outsourcing has positioned Kodak Gallery well for continued profitable growth. The company will be able to handle more customers without increased spending on call center staff—and will be able to scale its call capacity without having to worry about server hardware and network bandwidth.

FOR COMPLETE CASE STUDY, PLEASE VISIT

www.rightnow.com/customers-kodak-imaging-network-inc.php

“ RightNow has become an indispensable component of our total contact center environment. We have significantly reduced the number of customer calls our outsourcer’s agents have to handle, and can answer many types of questions around the clock without adding a third shift. ”

—John Allum-Poon, then Kodak Gallery director of customer support