



### Minnesota Online

#### RightNow Solutions

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

Sales: track leads and manage tasks

Marketing: proactive engagement

#### Industry

Education

#### Customer Since

2005

#### Additional Information

- Information for 32 independent institutions across the state are managed in a central knowledge base
- Piloted RightNow to manage relationships with students

#### THE COMPANY

Minnesota Online is one of the nation's leading providers of higher education on the internet.

#### SITUATION

The online education market is booming. Analysts estimate that it will grow to \$52.6 billion by 2010. So it's essential for online providers to make the most of every lead and to differentiate themselves from the growing competition. Minnesota Online also has to manage information about a diverse range of educational programs—and make that information readily available to whoever needs it, whenever they need it. This is a significant challenge when you consider that the programs Minnesota Online offers are actually run by 32 independent institutions located across the state.

#### GOALS

- Deliver a competitively differentiated student experience
- Maximize prospect conversion and student retention rates
- Optimize advisor productivity

#### ACHIEVEMENTS

- Attentive care across the entire student lifecycle
- Full visibility into student status and issues
- Advisors able to support nearly 600 students at a time

Minnesota Online has made RightNow a key component of its strategy for both growth and differentiation. By implementing the full suite of RightNow's CRM solutions, Minnesota Online is able to deliver a competitively differentiated experience across the entire prospect lifecycle. Minnesota Online can track their progress and issues at every stage of this lifecycle in order to quickly and effectively respond to their changing needs. The result is that Minnesota Online is well-positioned to maintain its leadership in the online education market—and to do so quite profitably.

#### FOR COMPLETE CASE STUDY, PLEASE

visit [www.rightnow.com/customers-mnscu-mn-online.php](http://www.rightnow.com/customers-mnscu-mn-online.php)

“ RightNow has proven to be an extraordinarily powerful environment for attentively maintaining quality relationships with large numbers of prospects and matriculants over the internet. It provides us with a single, highly adaptable solution that we can use to better serve students, gain visibility into market trends, and keep costs under control.”

—Linda Thompson, technology and services manager, Minnesota Online