

NIKON DEVELOPS SUPERIOR CUSTOMER EXPERIENCES ONE FRAME AT A TIME



RightNow Solutions

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

Sales: managing relationships with dealer / distribution channels

Marketing: campaign management, webforms, event-triggered marketing

Feedback: customer surveys

Industry

Consumer Electronics / Hardware

Market Size

Enterprise

Customer Since

2002

Additional Information

- RightNow is primary contact center solution
- Self-service handles ~750,000 North American customer questions every month
- Worldwide deployment in 12 languages

THE COMPANY

Nikon is the world leader in precision optics, 35mm, and digital imaging technology.

SITUATION

As the newly promoted general manager of Nikon Inc.'s technical office, David Dentry was tasked with making sure that his company could deliver the kind of premium experience customers expected from the premier photography brand—even as growing sales were taxing existing resources.

GOALS

- Deliver worldwide superior customer experience across marketing, sales, and customer service touchpoints
- Continuously capture high-value market insight
- Keep costs under control

ACHIEVEMENTS

- Responsive interactions drove satisfaction scores above 95%
- 50% reduction in call response time and 70% reduction in email response time
- Improved visibility into customer concerns enhances marketing and product development
- RightNow embraced globally with twelve languages and multi-continent deployments
- Earned Baseline and Nucleus Research ROI awards for 3,200+% ROI over three-year period

RightNow has been such an effective platform for Nikon Inc. that it has now been embraced on a global basis. With marketing, sales, and customer service all running in a unified, highly configurable environment, Nikon is fully equipped to extend the differentiation between its customer experience and that of its competitors. And Dentry has confidence that with RightNow, Nikon's managers will always have access to the market intelligence they need to make informed, timely decisions.

FOR COMPLETE CASE STUDY, PLEASE VISIT

www.rightnow.com/customers-nikon.php

“ RightNow is a powerful and highly adaptable technology that Nikon has been able to leverage on a global basis to sustain top-line growth, ensure ongoing customer loyalty, boost productivity, and drive down costs. This has clearly been a great investment for us. ”
—David Dentry, GM of Nikon Inc.'s technical office