

RESORTCOM LEVERAGES RIGHTNOW TO GROW ITS BUSINESS



RightNow Solutions

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

Marketing: campaign management, customer segmentation and personalization

Industry

Travel / Hospitality

Market Size

SMB

Customer Since

2005

Additional Information

- 14 interfaces
- Integrated Oracle data warehouse for mailing lists
- Automated workflow has helped ResortCom fulfill its goal of being almost completely paperless
- Launched brand new, separate business six months faster than anticipated using RightNow as its support platform

THE COMPANY

ResortCom International provides comprehensive services to the vacation ownership and resort industry.

SITUATION

Loyal guests are a key component to staying afloat in the hospitality industry. In such a competitively crowded market, less-than-optimal service can send customers straight to the competition. ResortCom's business strategy is focused on providing a superlative customer experience across the company to drive loyalty and achieve maximum organic growth.

GOALS

- Provide exceptional client service to maximize business growth
- Understand and quickly respond to the needs of clients' customers
- Market additional services to optimize yield-per-customer
- Optimize efficiency of operations

ACHIEVEMENTS

- Speed, simplicity, and accountability brought to diverse front- and back-office business processes
- Minimal headcount growth despite 30% annual growth
- Millions in incremental revenue from new services
- Ability to earn new business by demonstrating competitively superior technology capabilities to prospective clients
- 30% decrease in email volume, and 50% reduction in incident response times

Because RightNow gives ResortCom end-to-end visibility into the issues it handles for its clients' customers, it provides a whole new level of insight into those customers' needs and behaviors. The company can then act on those insights to generate additional revenue and enables ResortCom to position its clients as "one-stop shops" for a great vacation experience. By fully leveraging the accountability and automation RightNow can bring to virtually any internal or customer-facing business process, the company is meeting the needs of both its clients and its clients' customers.

FOR COMPLETE CASE STUDY, PLEASE VISIT

www.rightnow.com/customers-resortcom-international.php

“With RightNow, we can instantly deliver accurate, up-to-date information wherever it's needed across our company and beyond. That makes us an extremely efficient and reliable business partner for the resort operators we serve.”
—Alex Marxer, ResortCom's VP of financial services