



RightNow Solutions

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

Marketing: campaign management, customer segmentation and personalization

Industry

Retail

Market Size

Mid-Market

Customer Since

2006

Additional Information

- Implemented topic-based routing to direct callers to subject-matter specialists
- Marketing emails now being sent in one-tenth of the time it previously took
- Sending variable content and embedded hyperlinks
- Using special “microsites” to support promotions
- Measuring campaign effectiveness—including delivery, abandonment, and click-through rates

THE COMPANY

Since its formation in 1956, Shaklee has been a leading provider of premium quality, natural, environmentally friendly nutrition, personal care, and household products.

SITUATION

Over the course of half a century, Shaklee grew into the largest natural nutrition company in the U.S. by building a quality brand and growing its direct-sales business model. But increasing competition and the rise of the internet posed a challenge to both its brand dominance and its ability to sustain the relationships that brought it to the top of its market.

GOALS

- Support quality brand with consistent, high-quality member interactions
- Reinforce relationship-based business model with a superior member experience
- Effectively leverage internet channels to sustain business growth

ACHIEVEMENTS

- Improved responsiveness to more than 750,000 members across all touchpoints
- Campaign turnaround times reduced by as much as 90%
- Recognized by Gartner as a CRM Excellence Award finalist
- Able to proactively and cost-efficiently communicate with any targeted market segment
- Increased productivity and efficiency across multiple customer-facing business functions

RightNow helps Shaklee maintain great relationships by delivering a consistently great experience across both its internet and traditional touchpoints. RightNow has also increased Shaklee’s productivity and efficiency across its marketing, sales, and service operations. As a result of both the unique breadth of its software functionality and the added value of its consultative support, RightNow has greatly exceeded original ROI projections and become one of Shaklee’s most strategic technology partners.

FOR COMPLETE CASE STUDY, PLEASE VISIT

www.rightnow.com/customers-shaklee-corporation.php

“ In my 30 years as a CIO, I’ve never seen a company more committed to my success on an ongoing basis. RightNow is a very unique software company that has a lot to offer any organization that understands the importance of maintaining strong customer relationships in a highly competitive economy, where loyalty is something you have to earn one interaction at a time. ”

—Ken Harris, Shaklee CIO