

## RIGHTNOW HELPS SONY ONLINE ACHIEVE AND MAINTAIN LEADERSHIP POSITION



### RightNow Solution

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

### Industry

Entertainment

### Market Size

Enterprise

### Customer Since

2005

### Additional Information

- In-game chat support and knowledge base access
- Integrated with in-game support tool for pass through authentication
- Able to respond to in-game requests in one to two hours
- 10 interfaces with more than 6,000 knowledge items including multi-language support in French, German, Japanese, and Russian

### THE COMPANY

Sony Online Entertainment LLC (SOE) is a recognized worldwide leader in massively multiplayer online games.

### SITUATION

SOE is seeing their investment in massively multiplayer online (MMO) gaming pay off. But the market is still young. Games are being updated as often as every six weeks. Customers are also paying for games on a subscription basis. So it's more important than ever to keep them engaged and satisfied. SOE started with very rudimentary contact center tools. It also managed all of its communication channels separately. This made it difficult to deliver a consistently excellent customer experience, limited the efficiency of the contact center, and hampered Sony Online's visibility into customer issues and trends.

### GOALS

- Provide optimized customer experience to support brand and market leadership
- Minimize total contact center costs
- Develop greater insight into new, rapidly evolving MMO paradigm

### ACHIEVEMENTS

- Enhanced customer experience across all communication channels
- Web self-service answers more than half-a-million questions every month, substantially reducing chat and email volume
- Phone calls reduced to 2% of total support workload
- Contact center analytics help optimize allocation of development dollars

By providing an intelligent, unified system for quickly giving customers the answers they need across all communication channels, RightNow ensures SOE's ability to deliver the kind of premium experience customers expect from a company with a world-class brand—while keeping costs low. And with its sophisticated analytics, RightNow is providing SOE with the insight it needs to keep one step ahead of the competition as the MMO market moves from niche to mainstream.

### FOR COMPLETE CASE STUDY, PLEASE VISIT

[www.rightnow.com/customers-sony-online-entertainment-inc.php](http://www.rightnow.com/customers-sony-online-entertainment-inc.php)

“RightNow offered us the ability to streamline customer care processes across all of our communication channels. Just as important, it allowed us to deploy its diverse capabilities incrementally—so that we could prioritize our needs and systematically build from there.”  
—George Scotto, SOE VP of customer service and quality assurance