

RIGHTNOW HELPS EHARMONY SATISFY AND RETAIN MILLIONS OF CUSTOMERS



RightNow Solution

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

Industry

Entertainment

Market Size

Mid-Market

Customer Since

2006

Additional Information

- More than 15 million members across all 50 states and more than 200 countries
- Knowledge base handling more than 1.8 million page views per month during peak season
- 5 interfaces
- Integrations: Oracle database; Microsoft's Active Directory; pass through authentication on website
- Using RightNow to distribute quizzes to agents
- Recent study indicates 240 eHarmony members get married every day

THE COMPANY

eHarmony is the Internet's #1 relationship service and the only site dedicated to building the relationships of both singles and married couples.

SITUATION

After outgrowing their CRM software with skyrocketing membership and raising quality-of-experience standards, eHarmony turned to RightNow. eHarmony was specifically looking for a more scalable solution that could provide the complete, integrated functionality required to support the company's long-term growth. The company also needed more robust online self-service and more sophisticated reporting to meet its near-term goals of improving its customer experience.

GOALS

- Deliver world-class customer care
- Answer customers' questions via most appropriate channel
- Closely monitor the "customer's voice"

ACHIEVEMENTS

- Substantial increase in customer satisfaction for email interactions
- 92% customer satisfaction level for phone incidents
- 30% reduction in email
- 300% increase in retention rate for trial subscription offer

RightNow is the perfect partner for eHarmony. With RightNow, eHarmony can move routine questions to web self-service, so its contact center staff is free to speak on the phone with members who need more in-depth guidance. RightNow also provides eHarmony with the customer insight it needs to continuously improve its online relationship-seeking experience. As a result, eHarmony's customer satisfaction scores have soared. Retention of customers taking advantage of its risk-free trial subscription offer has tripled. Just as important, its contact center continues to become more and more efficient as its RightNow-powered self-service absorbs a growing percentage of its service-and-support workload.

“RightNow enables us to provide a consistently excellent experience for our customers across all of our communication channels. This excellence and efficiency is helping us grow our customer base, maintain our brand dominance, and optimize operating margins.”

—Scott Ackerman, eHarmony VP customer care

FOR COMPLETE CASE STUDY, PLEASE VISIT

www.rightnow.com/customers-eharmony.php