



CASE STUDY: REALNETWORKS



THE COMPANY

RealNetworks® is a true internet media pioneer. In 1995, it recognized the lack of a solution to create, deliver, and consume rich media over the internet. RealPlayer® was created, and RealNetworks provided the internet's first audio and video experience. Today, it delivers digital entertainment services such as Rhapsody®, GameHouse®, RealArcade® and SuperPass®, to consumers via PC, portable music player, home entertainment system, or mobile phone.

Offering video, games, and music, and with hundreds of millions of its players downloaded throughout the world, RealNetworks understands the importance of efficiency, streamlining, and listening when it comes to supporting their customers.

THE CHALLENGES

- Increase agent efficiency
- Customize incident tracking for each vertical business
- Consolidate vendors

THE RIGHTNOW SOLUTION

RightNow Service, including

- Agent Desktop & Contextual Workspaces
- Web Self-Service
- Live Chat
- Email Management
- Feedback

BY THE NUMBERS

- 350 worldwide contact center agents
- Agents support nearly 2 million inquiries annually
- With millions of website hits per year, RightNow has helped 40% of RealNetworks customers resolve their issues online without escalating to an agent
- Reduced agent call handle times
- Customer Satisfaction has increased 10 absolute points
- Email response times dropped to 12 hours or less
- Agents facilitate more than 250,000 chat sessions per year
- Less than 1% of online chat sessions are escalated

“RightNow’s contextual workspaces help us train new agents and improve agent productivity, enforcing consistent responses around the globe as well as delivering personalized user experiences across brands.”

250K

Chat sessions per year

350

Worldwide agents

10 PTS

Customer satisfaction improvement

8 STEPS

RightNow has a proven methodology, known as the “8 Steps,” for delivering superior customer experiences. RealNetworks has accomplished five of the 8 steps, including:

- Establish a knowledge foundation
- Empower customers to serve themselves
- Offer multi-channel choice
- Listen to your customers
- Measure and improve continuously

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RealNetworks is recognized as the leading creator of digital media services and software brands Rhapsody, RealArcade, and RealPlayer. Customers rely on smooth, around-the-clock customer service from its global support organization with roughly 350 agents responding to over 2 million contacts per year. RightNow supplies the solution needed to provide customers with the best possible experience across these multiple brands, including three primary verticals—music, games, and video.

Claudia Lowman, General Manager of customer support at RealNetworks, says that an exceptional customer experience is “providing timely support in a consistent manner by a knowledgeable, friendly agent who can resolve an issue, and if not initially resolved, the agent sets the appropriate expectations and proactively communicates until it is resolved.”

Managing numerous technology vendors and agent desktop applications was an issue RealNetworks was tired of facing. They needed a single solution to improve customer experience as well as help consolidate and streamline support channels. They also needed a powerful survey tool to capture valuable customer feedback on products and services. RightNow was chosen as the vendor solely responsible for the type of seamless experience RealNetworks wanted to deliver—the choice resulted in immediate efficiencies and cost savings for RealNetworks.

Putting Things in Context

Since each of RealNetworks' distinct music, gaming, and video brands has different business managers, consumers and support needs, agents must address questions ranging from burning DVDs to synchronizing an MP3 player with Rhapsody or downloading casual games. With RightNow's contextual workspace capabilities, RealNetworks agents have a single desktop solution that supports all three businesses and changes dynamically based on actions taken by an agent or information known about a customer and product. The workspace delivers instant access to relevant knowledge, at the right time and place. This increases agent productivity and greatly improves the customer experience by providing management with real-time, automatic insight to identify and correct emerging issues immediately.

According to Lowman, RealNetworks gets huge value from RightNow's contextual workspaces, “RightNow's contextual workspaces help us train new agents and improve agent productivity, enabling consistent responses around the globe as well as delivering personalized user experiences across brands.”

Another important way RealNetworks uses contextual workspaces is to help it retain customers. Agents aren't expected to wing it or remember details when it comes to keeping a customer; they are empowered with tools that give them the best chance to make it happen. When a customer communicates and wants to cancel a subscription for example, the right prompts are in place with the best questions to try and retain that customer. If the customer ends up cancelling anyway, RealNetworks has valuable information as to why.

Millions of Customers Get Real Online Support

RealNetworks experienced a rapid growth in online music, game, and video subscribers. To fully support the increase in users, RealNetworks had to provide quick and easy self-service. RightNow helped establish an online catalog of more than 5000 searchable RealNetworks answers accessible to customers 24x7, empowering them to find information themselves. With millions of website hits per year, this self-learning knowledge foundation has resulted in 40% of customers resolving their own issues online without escalation to an agent. Agents can also access the content to troubleshoot customer issues, which has reduced agent call handle times and email response times from 24-48 hours to 12 hours or less.

Getting Chatty with Customers

Beyond the robust knowledge base, email and phone options for support, RealNetworks customers can also chat online with agents in real time. All chat threads are tied to one central customer record for agents to reference, ensuring accurate and consistent responses.

Using the RightNow Chat solution agents can successfully hone in and solve customer issues. Agents can ask clarifying questions and also alert customers before closing a chat session due to lack of response. If more research is needed after suggesting solutions for customers to try, agents can set a task to call a customer back.

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Chat seems to be a popular channel for RealNetworks customers. In fact, 75 percent of survey respondents note that they prefer chat to other contact methods. Agents facilitate more than 250,000 chat sessions per year with less than 1 percent of online chat sessions escalated.

Collecting Valuable Customer Data

RealNetworks and RightNow make a great match. “Before RightNow, we were limited in the way we were collecting information. Once we developed workspaces and reports with RightNow, and by having everything in one database with consistent categories, we were able to resolve and meet business needs that had been at issue for years,” Lowman says.

RealNetworks thrives on the enhanced reporting and automation capabilities they get with RightNow. Data and reports are critical to improving process and product. Internally, RealNetworks looks at operational performance such as service levels, agent productivity, sales performance, and other common key performance indicators. From a vertical business unit perspective, RightNow delivers customer reports automatically, as well as the ability to create ad hoc reports when it needs to. Before this capability, RealNetworks had a full-time employee running and formatting reports. RealNetworks business units can now recognize opportunities and issues more efficiently and consistently than before, and continue to raise the bar with the products and overall experience provided to customers.

Being Predictable

Customers expect a good experience and want organizations to be predictable. RealNetworks delivers predictably good experiences to its customers by leveraging business rules to design the exact experience it wants to drive. For example, a business rule will prompt an agent to contact a customer when an incident is not yet resolved or if a follow up call was promised. Customers can also be prompted. Customers will receive an automatic email if something they have been waiting for is available (such as a bug fix) or if an agent is waiting on information from a customer in order to help them solve an issue. RealNetworks customers appreciate receiving the communication they expect, and the predictability of the experience, while the organization can be sure that no customer slips through the cracks. All of the data

surrounding the efficiency of this process is automatically delivered to managers so they can keep tabs on the quality and effectiveness of their agents, as well as identify potential issues with products or process.

Feedback

RealNetworks saw an important and immediate benefit by leveraging RightNow Feedback. “We were able to eliminate a separate vendor for our daily customer satisfaction survey which not only eliminated one more vendor in our world, it resulted in immediate cost savings and no longer required a separate batch process that we needed to manage,” Lowman explains.

The organization surveys their customers daily through the feedback tool. After a service experience, customers are prompted to fill out a survey on the quality of the experience, such as how easy it was, how quickly they were able to come to a resolution, and how knowledgeable the agent was. It uses the data to improve the customer support experience; and since implementing RightNow Feedback two years ago, satisfaction scores have risen by 10 points.

RealNetworks listens and uses feedback from its customers on the effectiveness of its knowledge base. It continuously reviews and improves the knowledge base using that feedback. This greatly increases the likelihood that customers will find what they need on the RealNetworks website without soliciting the help of a live agent. This saves money and also gets customers what they need faster and more efficiently.

With RightNow, RealNetworks optimizes opportunities and flexibility available to it to continue raising the bar in global customer support to millions of users.