

## RIGHTNOW-POWERED CONTACT CENTER SUPPORTS 800% BUSINESS GROWTH WITH RESPONSIVE, COST-EFFICIENT CUSTOMER CARE

Every company aspires to fast growth. But growth can bring its own share of problems – especially when it comes to customer service. Service quality can deteriorate as contact center workloads increase. Operational costs can skyrocket, eroding profitability. And market insight can be lost as the sheer volume of customer interactions overwhelms the company’s ability to track and understand them.

But that’s not what’s happened to TomTom. Working with RightNow, the multi-national navigation products leader is running a highly efficient contact center that provides world-class support to customers across all communication channels.

In fact, even as its business has grown by 800 percent, TomTom has been able to limit the growth of its email volume to 100 percent and its phone call volume to 200 percent because its RightNow-powered web self-service system serves up more than two million answers every month.

TomTom also has total visibility into all customer interactions across all channels, so it can gain the market insights it needs to maintain and extend its industry leadership.

“RightNow is a powerful solution for capturing company and product knowledge and delivering it to customers when and how they need it,” declares TomTom’s general manager of support Roy van Keulen. “As a result, we’ve been able to achieve high levels of customer satisfaction while keeping our contact center costs under tight control.”

### The Fastest Route to a Global, Multi-Channel Contact Center

Before implementing RightNow, TomTom used a simple Notes-based system to manage email and conventional FAQs to answer customers’ questions via the web. The limitations of this approach began to show during the holiday season a few years back, when the company found itself with a backlog of emails and lengthening phone queues. Then, that following summer, the company launched a product upgrade that elicited a huge market response. So it was clear it had to fortify its customer service operation in anticipation of a growing number of enquiries as more TomTom products enter the marketplace and sales growth continue in an upward trend.

“We knew we needed a first-class contact center environment in place before the holiday season,” says van Keulen. “Otherwise, there was a strong possibility we’d wind up alienating all the new customers we’d just won.”

TomTom assessed the vendor solutions available on the market and quickly narrowed the field to less than half a dozen alternatives. After evaluating those alternatives, it was clear that RightNow was the optimal choice. RightNow’s intuitive web self-service interface was particularly appealing to TomTom, because ease-of-use is such an important design factor in its own products.

“One of the keys to success in this market is to make things as simple for the customer as possible,” explains van Keulen. “By making it so easy to find answers on our website, RightNow fits perfectly into the overall TomTom customer experience.”

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### Industry: Retail / Consumer Packaged GoodsGoals

- Deliver great service and support across all communication channels to ensure customer loyalty
- Optimize efficiency to keep costs from growing as fast as the business
- Gain better visibility into customer issues to ensure responsiveness to their needs

### Achievements

- 24-hour web self-service handles more than two million answers viewed each month
- Reduced phone and email workloads result in lower costs but improved customer experience (800 percent business growth, but only 100 percent email / 200 percent call growth)
- All interactions across all channels tracked in one place for maximum market insight

# CASE STUDY: TOMTOM



TomTom also needed its contact center solution to provide integrated email management and call tracking, since it supports customers via whichever channel they prefer.

Essential to this was service agent access to the same knowledge base that the customers access. By empowering TomTom's 170+ call center agents with finger tip information, they are able to immediately answer customer queries via email and phone and, by using the information held centrally in the knowledge base they can be certain that the information is accurate and consistent regardless of communication channel. Furthermore, analytics and reporting give visibility into customers' changing issues and needs helping the service team to proactively post information onto the website and, in many cases, anticipate questions before they are asked.

In addition to providing all the functionality TomTom needed, RightNow was also very easy to implement. That was critical with the holiday season approaching. Even though the company didn't make its final decision until November, it was able to implement RightNow by December. The contact center experienced a 25 percent reduction in email volume almost immediately and was able to keep up with the expected spike of questions without a problem.

"RightNow was very committed to getting us up and running quickly," van Keulen says. "And they've continued to demonstrate that kind of commitment to our success as our implementation has evolved."

## Sophistication and Simplicity Ensure High Return-On-Investment

According to van Keulen, RightNow's ease-of-use has benefited TomTom in other ways as well. The fact that new contact center employees can get up to speed on the system so quickly, for example, has made it easier and less expensive to grow TomTom's contact center. And the ease with which RightNow enables TomTom to manage knowledge base content reduces the company's cost of ownership, while enabling it to stay on top of emerging issues.

"Every technology business is going to experience a time when it needs to communicate specific information about its products and services to customers—whether it is a product recall or data about a specific problem," notes van Keulen. "RightNow has helped us prepare for the unexpected; if necessary we can quickly post relevant information about products or problems

on our website where customers can find it. So they can see that we are not trying to hide the problem and that we are doing everything we can to resolve it for them as quickly as possible."

Because of its success with RightNow's customer service solutions, TomTom is extending its implementation to take advantage of RightNow's marketing automation capabilities. These capabilities are enabling TomTom to execute newsletter-style mailings in support of its evolving customer loyalty programmes. Integration between RightNow's service and marketing tools—which includes a common database—ensures that the right information can be sent efficiently and reliably to the right customers at the right time.

"RightNow offers many customisation features letting you tailor its interfaces and workflow rules to your specific business needs," says van Keulen. "So, over time, we've been able to continuously improve the effectiveness and efficiency of our implementation."

Van Keulen adds that, in addition to providing TomTom with world-class technology, RightNow has also provided the expertise, insight and support the company required to address the various challenges that come with fast growth and rapid market expansion. "RightNow is a true business partner," he says. "We know we can count on them to help us take our customer relationship management strategy to the next level."

## ABOUT TOMTOM

TomTom NV is a leading provider of personal navigation products and services to the consumer market. Its products include all-in-one navigation devices which enable customers to navigate right out of the box, as well as navigation software products which integrate with third-party devices such as PDAs and smartphones. TomTom's portfolio of products and services includes the award-winning TomTom GO family of integrated navigation devices, the TomTom Navigator software for PDAs, TomTom MOBILE navigation software for smartphones and TomTom Plus, a location-based content and services offering for TomTom's navigation products. TomTom was founded in 1991 in Amsterdam and has offices in the Netherlands, the United Kingdom, Australia, the United States, and Taiwan.

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