

CLIENT SUCCESS STORY: NIKON

Nikon, Inc. uses RightNow to provide customers online and phone support in 50 countries in 19 languages. With marketing, sales, and customer service all running in a unified, highly configurable environment, Nikon is fully equipped to extend the differentiation between its customer experience and that of its competitors.

Results include:

- Responsive interactions drove satisfaction scores above 95%
- Self-service handles ~750,000 North American customer questions every month
- 50% reduction in call response time and 70% reduction in email response time
- Improved visibility into customer concerns enhances marketing and product development
- Earned Baseline and Nucleus Research ROI awards for 3,200% ROI over three-year period

▶ **To read the case study for Nikon, please visit www.rightnow.com/customers-nikon.php**

More than 100 leading consumer electronics, hardware, and appliance manufacturers use RightNow to maximize their customer experience and build their brand including: Audiovox Corporation, Bang & Olufsen, Black & Decker Corporation, Canon Canada, Iomega, Logitech, Nikon, Pioneer GB Limited, Ricoh, Sony, TomTom, and Toshiba.

From pre-sales research to post-sales service, RightNow gives companies the power to present accurate, consistent information, reach consumers with relevant and personalized campaigns, provide the highest quality support, gather and act on valuable feedback, and ensure positive customer experiences to drive repeat business.

Building Brand and Driving Sales

Nearly seven out of ten shoppers go directly to the manufacturer's website to research products before they buy. And they return more than a dozen times a year to do more research, ask questions, and get support. That direct pipeline to consumers opens up valuable opportunities to connect proactively and reinforce your brand.

RightNow helps manufactures and high tech companies build relationships with their customers.

- Increase product understanding and preference through robust online knowledge as well as live chat and co-browse with knowledgeable agents.

- Help customers locate closest stores that carry the products.
- Reach out to consumers with highly focused communications.
- Drive increased product sales through segmented email communications.
- Provide an easy way for customers to register products and manage warranties.
- Gain consumer insight for marketing and product enhancements.

Improving Customer Care

With RightNow, your customers can search online for answers to their questions, send an email, open a chat session or call the contact center. And, all communications are preserved across all the channels, so an agent can see if the customer has already emailed or called on the same question.

RightNow helps you improve your customer care by:

- Providing more information and self-service tools to customers who want it.
 - Empowering agents through complete visibility into customer interactions and access to knowledge to help the customer.
 - Gathering feedback from customers on their experience and taking immediate action on negative feedback.
- Supporting outsources as well as in house customer service agents—one application across all support organizations provides reporting consistency and operational simplicity.
- Seamlessly support customers globally in 33 languages and dialects.

Reducing Costs

In today's market controlling, even reducing costs are critical to success. RightNow has helped companies reduce costs by:

- Reducing inbound email by 30 – 70%
- Reducing inbound calls by 10 – 30%
- Improving agent productivity by up to 20%
- Reducing agent training time in support of seasonal spikes

Getting there Quickly

With RightNow's on demand delivery model, you get a faster time-to-benefit, at a lower cost of ownership than traditional CRM or call center applications. The on demand model also makes it easy to scale for seasonal demands.

RIGHTNOW CONSUMER ELECTRONICS AND HIGH TECH

RightNow's CRM software application platform provides functionality for customer-facing and agent-facing interactions and offers the flexibility to tailor and extend your CRM system to fit your needs. The application is modular so you can deploy where your needs dictate.

Multi-Channel Solution

Deliver excellent customer experiences by facilitating a single, consistent dialogue between you and your customers, regardless of communication channel—phone, online, via email, web, chat, or in person.

Unified Customer Record

Capture all service, sales, marketing, and feedback interactions in a single customer record.

Incident/Case Management

Easily capture, track, route, and respond to incoming customer inquiries across channels.

Embedded Knowledge Base

Empower frontline employees with access to critical customer and company information to ensure immediate resolution.

Streamlined, Single Desktop Application

Maximize agent efficiency with an easily configurable desktop. Desktop can easily integrate with third-party applications, such as eCommerce.

Web Self-Service

Provide immediate and accurate answers to customer questions online 24x7. Your answers can include graphics, videos, and flash animations to make it even more effective.

Voice Self-Service

Answer common questions such as order status, store location immediately via the phone—without human intervention.

Email Management

- Provide rapid, accurate responses to customer email.
- Leverage routing rules to ensure timely responses from best-suited agent.

Chat

Provide customers the answers they need quickly by providing real-time chat sessions.

Co-Browse

Enable agents to share the consumer's desktop during an online chat or phone interaction.

Offer Advisor

Provide call center agents with targeted offers to up-sell and cross-sell based on customer profiles and purchase history.

Customer Surveys

Listen to your customers through the whole purchase cycle and take action on feedback.

Email Promotions

Increase sales through targeted email campaigns incorporating product promotions, discount coupon and a link to start shopping.

Computer Telephony Integration (CTI)

Drive agent productivity with full desktop telephony controls.

Reporting and Dashboards

Real-time, in-context information provides actionable insight into agents, customers, and business operations.

Pilots

Test drive RightNow and quickly learn how it can benefit your company. RightNow's innovative Pilot program gives you the ability to use your own data to see immediate results from providing superior customer experiences.

Global Solutions

- Available in 33 languages and dialects, including Unicode.
- A single solution for global deployment.

FOR MORE INFORMATION

Please visit our website at www.rightnow.com or give us a call for more information.



US Corporate Headquarters
Toll Free 1-877-363-5678
+1-406-522-4200

European Headquarters
+44 (0) 1628 51 1900

APAC Headquarters
+61 2 8198 13 00

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