

## CLIENT SUCCESS STORY: SONY ONLINE ENTERTAINMENT

Sony Online Entertainment is recognized as a worldwide leader in massively multiplayer online games. RightNow CX helps Sony Online Entertainment by providing intelligent, unified systems for quickly giving customers the answers they need across all communication channels. RightNow ensures SOE's ability to deliver the kind of premium experience that customer expect from a company with a world class brand-while keeping costs low.

### Results

- Enhanced customer experience across all communication channels.
- Substantial reductions in chat and email volumes.
- Phone calls reduced to 2% of total support workload.
- Analytics help to optimize allocation of development dollars.

To read the case study for Sony Online Entertainment, please visit <http://www.rightnow.com/customers-sony-online-entertainment-inc.php>

The top Gaming and Entertainment companies like Activision, Betfair, Big Fish Games, Mansion, NC Soft, Sony Online Entertainment, Ubisoft, and William Hill, use RightNow CX, the multi-channel customer experience suite, to increase customer loyalty while driving down costs and increasing revenue.

RightNow CX helps gaming companies be responsive to customer needs regardless of the channel of interaction. Whether your customers contact you by phone, email, online, through the community, or during an in-game chat, RightNow CX helps you to quickly respond and get your customers back in the game.

### Get and Retain Customers

- Increase customer registrations through interactive support from live agents via chat and co-browse.
- Proactively reach out to customers with highly focused communications to retain their business and build loyalty.

- Drive increased product sales through segmented email communications.
- Gain customer insight for game and support enhancements.

### Improve Customer Care

- Improve support in 33 languages and dialects with one solution set.
- Provide more information and self-service to customers who want it.
- Empower agents through complete visibility into customer interactions and access to knowledge to help the customer
- Gather feedback from customers on their experience and taking immediate action on negative feedback.
- Deliver proactive customer support through monitoring and analysis of social web conversations.
- Support outsourcers as well as in house customer service agents—one application across all support organizations provides reporting consistency and operational simplicity.

### Establish and Nurture Communities

- Leverage online customer communities to build brand, loyalty, and revenue.
- Tap into customer enthusiasm for ideation and innovation.
- Deliver proactive customer support by monitoring and joining conversations.
- Reduce support costs by allowing customers to help each other.
- Integrate the social experience with all other customer touchpoints.

### Reduce Costs

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

“Thanks to RightNow CX, Ubi/Red Storm has one of the most complete support centers in the video gaming industry. The ability of customers to help themselves has resulted in enormous savings and a speedy return on investment.”

—Deke Waters, Ubisoft

## RIGHTNOW WEB EXPERIENCE

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### Web Self-Service

Empower customers to quickly find answers to their questions online, 24 hours a day, without assistance.

### Chat and Co-Browse

Facilitate real-time, online interactions between your agents and customers visiting your website.

### Email Response Management

Provide rapid, accurate responses to customer emails. Leverage routing rules to choose the best-suited agent.

### Web Experience Designer

Create a tailored and branded online service experience extending assistance to customers anywhere online.

## RIGHTNOW CONTACT CENTER EXPERIENCE

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### Intelligent Agent Desktop

Improve agent productivity with a single workspace and access to all customer details.

### Phone and Multi-Channel Interaction Management

Streamline customer communications with a unified view of all customer interactions—phone, online, email, web, chat, social media, or in person.

### Multi-Channel Incident Management

Track inquiries across channels to make sure every customer receives a timely reply and avoid redundant use of staff time.

### Voice Self-Service

Enable common FAQs via the phone—without human intervention.

### Contact Center Experience Designer

Deliver consistent and accurate interactions regardless of whether agents are novice or experienced, in-house or outsourced, call center-based or remote with Configurable Workspaces, Contextual Workspaces, Agent Scripting, and Desktop Workflow.

## RIGHTNOW SOCIAL EXPERIENCE

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### Cloud Monitor

Track real-time discussions about your company and products occurring on the social web. Take steps to address issues and make relevant offers.

### Support Community

Enable peer-to-peer support through discussion forums, Q&A, resource libraries, and more.

### Innovation Community

Make customers part of your innovation processes. Use communities to identify new opportunities and refine ideas.

### Social Experience Designer

Do-it-yourself online community platform tools you need to create the right social experience for your customers.

## RIGHTNOW ENGAGE

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### Customer Surveys

Listen to your customers and take immediate action on negative feedback.

### Email Marketing and Newsletters

Increase sales and loyalty with targeted email campaigns and newsletters.

### Opportunity Management

Full knowledge across the customer experience supports timely, relevant sales offers to meet customer needs.

### Reporting, Dashboards, and Data Warehouse

Provides more than 600 standard reports and dashboards, and advanced analytics capabilities, such as data mart, trending, time-slice analyses, and predictive analytics, to help you measure and respond to changing business conditions.

## RIGHTNOW CX PLATFORM

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### PCI Compliance

RightNow provides a hosting environment certified as PCI DSS Service Provider Level I, the highest level possible for service providers.

### Embedded Knowledge Foundation

Easily capture the expertise of your most experienced agents and user-generated content and make it available to others.

### Mission-Critical SaaS

Provides the scalability, performance, and reliability required by mission critical contact centers.

### Enterprise Integration

Integrates RightNow with other systems, making customer knowledge available to your enterprise.

### 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.

## FOR MORE INFORMATION

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Please visit our website at [www.rightnow.com](http://www.rightnow.com) or give us a call for more information.