

## IROBOT MAKES A CLEAN SWEEP IN A NEW MARKET BY LISTENING AND RESPONDING

### **iRobot**

#### **RightNow Solutions**

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

Marketing: campaign automation, highly personalized interactions, and cross- / up-sell opportunities

Feedback: monthly customer satisfaction surveys

#### **Industry**

Consumer Electronics / Hardware

#### **Market Size**

SMB

#### **Customer Since**

2006

#### **Additional Information**

- Call abandonment rates reduced by 18%
- Pictures and video clips in knowledge base
- Executing 20 unique mailings totaling about one million email messages every month
- RightNow provides turnkey marketing services
- Integrated with online store and Lithium, with plans for RMA

“ RightNow allows iRobot to collect valuable feedback from our customers. That ability to hear the customer’s voice and quickly respond to it is a major business advantage. ”

—Maryellen Abreu, iRobot’s director of global technical support

#### **THE COMPANY**

iRobot designs behavior-based, artificially intelligent robots, including the popular iRobot Roomba.

#### **SITUATION**

Every company has to constantly learn from its customers. But when you’re pioneering a new market, it’s even more important to quickly find out what customers want. It’s also essential to deliver great service and support—since your customers have no previous experience with your product. That’s why iRobot—makers of the Roomba Vacuuming Robots—has embraced RightNow.

#### **GOALS**

- Maximize adoption of their new technology by providing a great customer experience
- Optimize use of online communication channels
- Grow revenue from installed base
- Control costs

#### **ACHIEVEMENTS**

- Outstanding multi-channel service supports annual growth
- 97% web self-service rate
- 30% reduction in calls, with headcount reduced accordingly
- Integration of service, order entry, and other processes saves time and reduces errors

With RightNow, iRobot can hear everything its customers are saying and provide exceptionally responsive support across all communication channels. Plus, using RightNow’s highly automated marketing capabilities, iRobot can nimbly and cost-effectively pursue a full range of up-sell and cross-sell opportunities. With the help of RightNow, the company has grown revenue while simultaneously delivering a superior customer experience and has kept its operating costs under control.

Based on its initial successes with RightNow, iRobot is planning to further expand its implementation. These plans include the deployment of voice self-service to leverage its existing knowledge base, as well as the translation of that knowledge base into multiple languages to provide even better worldwide customer support.

**FOR COMPLETE CASE STUDY, PLEASE VISIT**

[www.rightnow.com/customers-irobot-corporation.php](http://www.rightnow.com/customers-irobot-corporation.php)