



REACHING NEW HEIGHTS IN CUSTOMER EXPERIENCE



20 Great Ways to Enhance the Customer Experience

Brian Davis

Director of Professional Services – Enterprise Central Region RightNow
Technologies

20 Great Ways to Enhance the Customer Experience Agenda

Review 20 ways to use RightNow to enhance your customer's experience based on RightNow's 8 Step Plan

- 1 Establish a knowledge foundation
- 2 Empower customers
- 3 Empower frontline employees
- 4 Offer multi-channel choice
- 5 Listen to your customers
- 6 Design seamless experiences
- 7 Engage proactively
- 8 Measure and improve continuously

20 Great Ways to Enhance the Customer Experience

What do we all have in common with our customers?

- We are customers too

What do customers want when they contact a company?

- We want to buy products or services
- We want information or help!

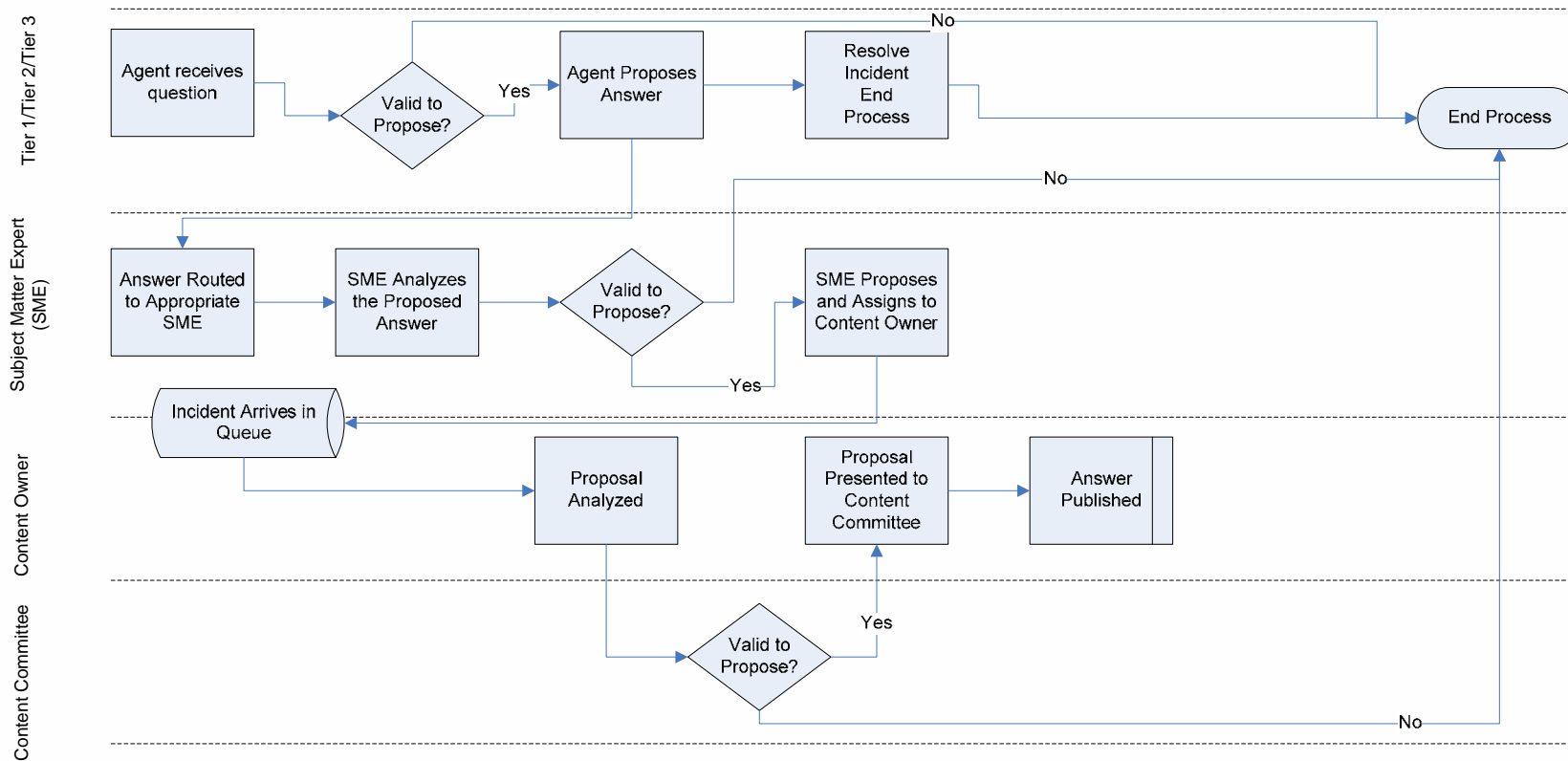
20 Great Ways: #1 Relevant Content Knowledge Foundation

1. The content provided to your customer must be accurate and relevant
 - Centralized Ownership
 - Functional Area Responsibilities
 - Regular Content Review
 - Enable Agents with the Light Bulb
 - Utilize the Technology
 - Review and publish on dates
 - Rules enable routing
 - Analytics
 - Multi-language controls

20 Great Ways: #2 Standardized Publishing Process Knowledge Foundation



Content Publishing Process Flow Example



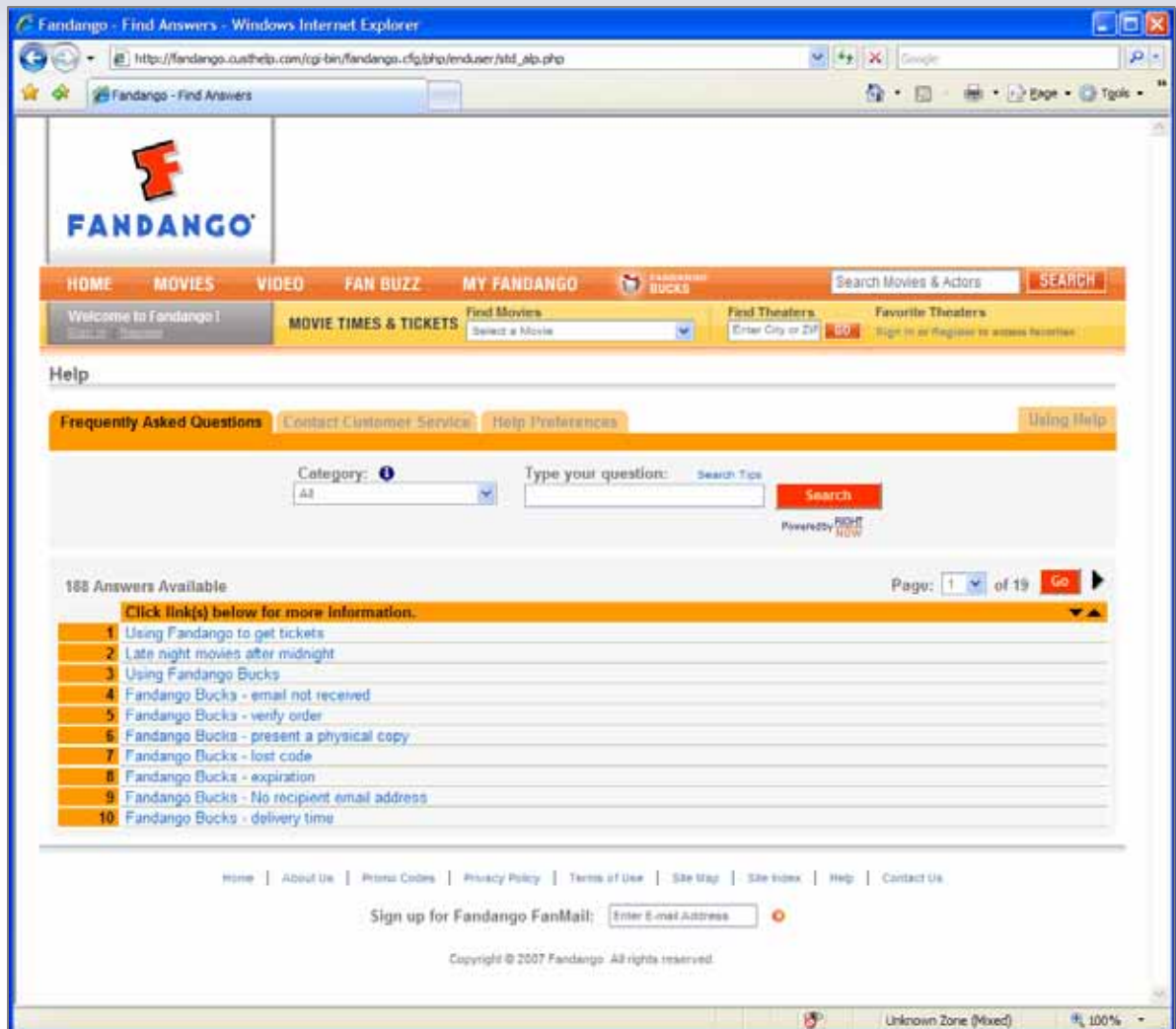
20 Great Ways: Empower Your Customers

How do you empower your customers to find the information or help that they want?

- Your website

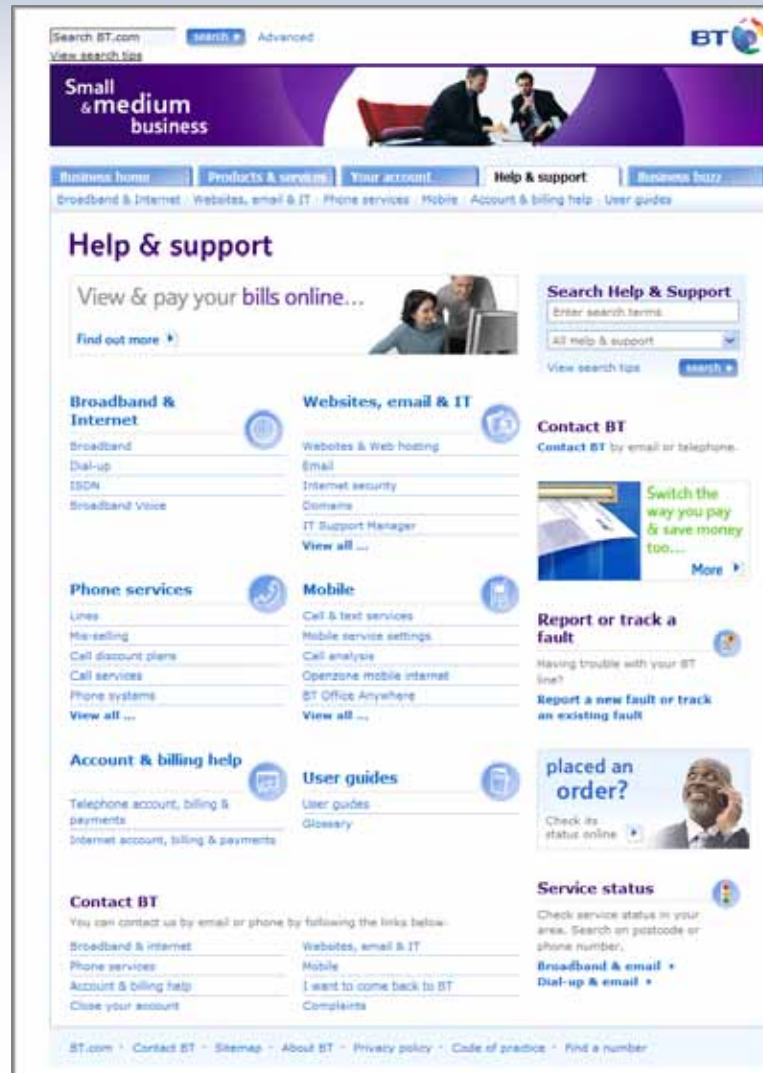
20 Great Ways: #3, 4, 5, 6 & 7 Web Self-Service Empower Your Customers

3. Provide easy-to-use UI consistent with main site



20 Great Ways: #4 Web Self-Service Empower Your Customers

4. Structure your site the way your customer works with you



20 Great Ways: #5 Web Self-Service Empower Your Customers

5. Banner/Broadcast messages

- Your company launches a new service or product
- You are an airline and TSA makes a security change
- You are a government agency and new legislation is passed that may impact your users

20 Great Ways: #6 & 7 Web Self-Service Empower Your Customers

6. Provide search capability on all pages
7. Provide the customer the TopX Answers for the current Topic or Category


[Home](#) | [FAQs](#) | [Contact Us](#) | [Utilities](#) | [My Stuff](#)

FIND SOLUTIONS TO YOUR EA TITLES



Thank you for choosing Electronic Arts Customer Support. Our Knowledge Base contains thousands of informative answers designed to answer the questions that get asked of us most frequently. To better assist you, we have provided a step-by-step wizard to guide you through the process of finding answers in our Knowledge Base.

1

Step One: Select Platform

Select the platform/console for the EA game that you are inquiring about.

Microsoft Xbox™ 360

2

Step Two: Select Game

Select the EA game that you are inquiring about. In some cases you may need to first specify a game franchise, then a specific game from that franchise.

NCAA Football
NCAA Football 08

3

Step Three: Text Search

Limit your search results by providing keywords to filter your search results. (optional)

NEWS & EVENTS



Join the GDI, Nod, and Scrin forces to battle for control of Earth's Tiberium in the latest release of the Command & Conquer series.

- [Required Security Module Error Message](#)
- [Minimum System Requirements](#)
- [Game Crashing After Black Screen](#)
- [SecuRom Install/Launch Issue](#)
- [Update Information](#)
- [Connectivity Troubleshooting](#)



In Battlefield 2142 you will fight for the last bits of inhabitable land for survival.

- [Punkbuster Issues](#)
- [My stats, rank or leaderboard positions are incorrect](#)
- [Patch Failed and Unmodified Content Errors](#)
- [Patching Information](#)
- [Master Server disconnects and connection issues](#)



The EA Link allows you to purchase and download games and exclusive content. [Click here](#) to visit the EA Link page.

- [Why is my EA Link blank?](#)
- [Click here to find out how to change your GameSpy ID.](#)
- [Why do I get an error message "Please check your internet connection" when trying to start EA Link?](#)
- [Why can't I log in to my account?](#)



- [EA SPORTS World is Down!](#)
- [Error Message: "Your Account has been disabled"](#)
- [Dynasty Mode and Campus Legend Mode](#)
- [Super Sim Information](#)
- [Key Features of NCAA Football 08](#)
- [Cannot Jump the Line or Use Hit Stick Online](#)



View these common answers, search for your own answer, or [Click Here](#) for all UO answers.

- [Manual for Kingdom Reborn.](#)
- [System requirements for Kingdom Reborn.](#)
- [How do I apply an upgrade code to my UO account?](#)
- [I'm having trouble with my in-game promotional code or gift.](#)
- [I'm having trouble patching Ultima Online.](#)
- [What are some known issues with UO?](#)

SEARCH

Platform & Game

All

Category

All

Search Text [Search Tips](#)

GENERAL INFORMATION

- > [Common Site Information](#)
- > [EA Store Information](#)
- > [Account & Registration Information](#)
- > [Electronic Arts Information](#)

SUPPORT SURVEY

When looking for an answer, how do you prefer to search our web site? (Select all that apply.)

- Type in keywords (e.g., "lock-up", "billing")
- Type in phrases (e.g., "my game locks up while loading")
- Select platform (e.g., "PC", "Microsoft Xbox 360")
- Select game title (e.g., "Madden NFL 07", "The Sims 2")
- Select category (e.g., "Technical Support", "Account Management and Billing Support")
- Select sub-categories (e.g., "Billing Information and Help", "Crash Information")

20 Great Ways: Empower Your Frontline Employees

Who does the customer expect to get
when they contact support?

- The reason they contacted you is that they need an expert

20 Great Ways: #8 Custom Tabs Empower Your Frontline Employees

8. Utilize Flexible Custom Tabs to give agents the information they need without leaving RightNow
 - Create an integration to order records or other systems
 - Integrate only what is necessary
 - Limit redundant data
 - Provide visibility into another system within your environment
 - Present custom fields in an organized fashion

20 Great Ways: #9 Standard Text Empower Your Frontline Employees

9. Improve your Standard Text:

- Good standard text library helps replicate your best agents
- Encourages standardization of language back to customers
- A crib sheet for agents with “Hot Keys” allows rapid entry of standard text

20 Great Ways: #10 Remove the Noise Empower Your Frontline Employees

10. Show the agents the information they need and only the information they need

- Too much information is harmful
 - Use workspaces to highlight useful information and to hide noise
 - Use Navigation sets to help the agent locate items important to them

20 Great Ways: #11 Differentiate Empower Your Frontline Employees

11. Utilize SLAs per queue to reflect the different business areas' response times

- This means you have to set SLAs per customer for the privileged access and SLAs per incident for the queue requirements
- Utilize Escalation Rules to warn of potential SLA issues

20 Great Ways: Offer Multi-Channel Choice

- How do you like to interact with support organizations?
- How do your customers like to interact with your company?

20 Great Ways: #12 Voice Offer Multi-Channel Choice

12.Voice

- Order and Return Status Over the Phone
 - Existing Data – enable your customers to get this info over the phone
- Tell your customers that are waiting on hold that you have a web self-service site with easy-to-find answers

20 Great Ways: #13 Chat Offer Multi-Channel Choice

13. Click-to-Chat: Provide the right option at the right time
- Placement of Chat option is important
 - Staff Chat with the specialized skill-sets

20 Great Ways: Listen to Your Customers

If you ask for a customer's feedback and do nothing with it, have you improved your customer experience?

20 Great Ways: #14 Feedback Listen to Your Customers

14. Solicit feedback and act on it

- Time of truth
- Assign ownership to feedback
- Keep it simple
- Net Promoter™ Scoring
 - Net Promoter Score (NPS) = % of Promoters - % of Detractors
 - Leading firms operate at NPS efficiency ratings of 50 to 80%
 - Average firms operate at NPS efficiency ratings of 5 to 10%

**Most firms are creating more detractors than
promoters every day!**

20 Great Ways: Design Seamless Experiences

How many times is too many for your customer to explain their issue to you?

- Anything more than once...

20 Great Ways: #15 Bridge the Gap Between Departments Design Seamless Experiences

15. Use the Customer Experience Designer to design customer interactions
 - Bring together business process, business rules, decision points, knowledge, and how to access it
 - Inter-departmental and intra-departmental transfers
 - Product registration leads to proactive marketing

20 Great Ways: #16 Email Management Design Seamless Experiences

16. Dynamic webforms

- The form can change based on data entered by the customer
- Collect relevant data elements for agents
- Directs the customer to the correct department
- Data can be used in reports by sales and marketing

The screenshot shows a web browser window displaying the BT Business website. The page title is "Contact BT Business". The form is titled "Contact BT Business" and includes a sub-header "You are contacting us about: Complaints". The form has three tabs: "Email us", "Phone us", and "Write to us". The "Email us" tab is selected. The form contains the following fields:

- Title * (dropdown menu with "Please select" selected)
- First name *
- Last name *
- Phone number query relates to *
- Account number (e.g. WM12345678, this can be found on your bill)
- Email address * (e.g. yourname@btconnect.com)
- BT internet email address
- Are you the account holder? (radio buttons for Yes and No)
- Alternative or Mobile Contact Number *
- Contact Preference * (radio buttons for Call and Email)

Below the "Contact Preference" field, there is a note: "Please select here if you DO NOT want to be contacted by phone regarding your enquiry and only".

20 Great Ways: Engage Proactively

What marketing emails do you open?

- Relevant ones

20 Great Ways: #17 Segment Your Customers Engage Proactively

17. Segment your customers

- Professional vs. novice
- One time buyer vs. frequent shopper
- Understand their needs, wants, preferences
 - Market to those needs and wants

20 Great Ways: #18 Proactive Support Engage Proactively

18. When an issue is known, you can contact the customer rather than having them contact you
- Collect Product Registration to be able to notify customers of
 - Warranty expiration
 - New and improved version of a product
 - Product issues/recalls

20 Great Ways: Measure and Improve Continuously

Who has perfected their customer's experience?

20 Great Ways: #19 Take Action! Measure and Improve Continuously

19. Analyze the Data and Take Action!

- What do you know about your customer?
- Did you silicate feedback at the time of truth?
- Act on what you know

20 Great Ways: #20 Enable the Journey Measure and Improve Continuously

- Analyze
- Plan
- Implement
- Monitor
- Repeat



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Q&A