



REACHING NEW HEIGHTS IN CUSTOMER EXPERIENCE

**RIGHT**  
**NOW**  
TECHNOLOGIES  
SUMMIT 07

## Best Practice – Marketing Automation

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# Agenda

- Session Objectives
- Measuring Success
- Achieving Success
- Q&A

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## Session Objectives

- Illustrate RightNow Marketing Automation features and functions, through real world examples that you can use to achieve success in your customer communication.

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- Measuring Success
- Achieving Success
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# Measuring Success

- Why
- What
- How



# Measuring Success – Why?

- Don't Measure - Can't Manage
  - Measurements
  - Metrics
  - Benchmarks
- Measurement should lead to iterative improvements
  - Don't measure just to measure—measure to learn and improve
- Acquisition, penetration and monetization

## Measuring Success – What?

- Delivered 97.5%
- Opened 23.6%
- Clicked Through 4.4%
- Potentially discuss other measurements (Conversion/CTOR etc)

Data from Bronto.com (3 month period ending August 5<sup>th</sup> 2007)

# Measuring Success – Metric Sources

- [EmailStatCenter](#)
- [MailerMailer](#)
- [Bronto](#)
- [EROI](#)
- [ReturnPath](#)
- [Lyris](#)
- [InternetRetailer survey](#)
- [VerticalResponse](#)
- [EmailLabs](#)
- [Harte-Hanks Postfuture](#)
- [MailChimp](#)

## Measuring Success – How?

- Consolidate data in RightNow
- Use RightNow's Analytics Console to view standard reports and create customized reports
- Core reports
  - Delivery statistics
  - Outbound email results
  - Tracked link activity
  - Audience email summary
  - Event triggered email summary
  - Campaign activity
  - Opportunities by campaign

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# Achieving Success - Introduction

- Nikon
- Ceridian
- RightNow Technologies

# Achieving Success - Nikon



*At the heart of the image*

NIKON EUROPE Imaging Company

European countries:

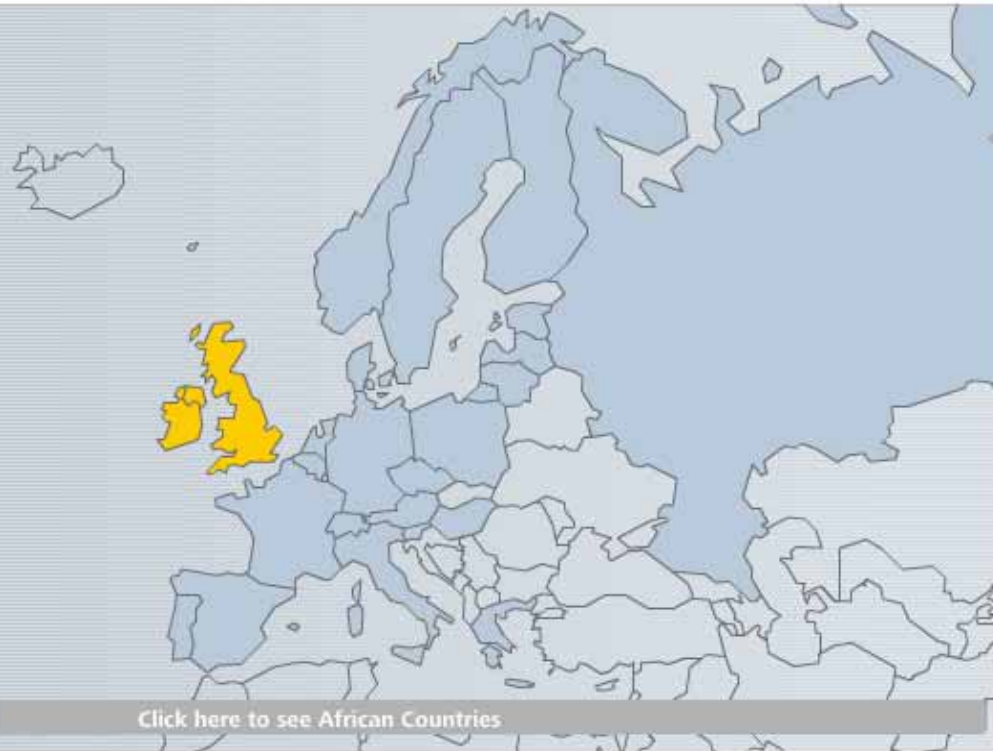
Select...

African countries:

Select...

Other regions:

Select...



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REACHING NEW HEIGHTS IN CUSTOMER EXPERIENCE



# Achieving Success - Ceridian

The screenshot shows the Ceridian website homepage. At the top left is the Ceridian logo. To its right is a search bar with the text "Search" and a "Go" button. Below the logo is a navigation menu with five items: "HOME", "ABOUT US", "OUR SERVICES", "MEDIA CENTRE", and "CONTACT US". The "HOME" item is highlighted in green. Below the navigation menu is a large banner area. On the left side of the banner, the text reads "Want to create a winning team?". In the center of the banner is a photograph of several colorful human-shaped figures (blue, red, yellow) on a track. Below the photograph are four tabs: "Human Capital", "HR", "Employee Engagement", and "Pay and Reward". On the right side of the banner, there is a call to action: "Contact a Ceridian expert today" with a green play button icon and a photograph of a smiling woman in a green shirt. Below the banner is a section titled "Why Ceridian?". To the left of this section is a list of services: "HR Expertise", "Global Coverage", "Outsourcing Options", "Offshoring Capability", and "Technology". To the right of this section is a sub-section titled "Adding value to HR". Above this sub-section are three tabs: "UK Small Business", "Medium-Large Enterprise", and "Multinational Company". The "Medium-Large Enterprise" tab is selected. Below the sub-section title is a paragraph: "Ceridian is one of the world's most-trusted human resources service providers, globally serving more than 25 million employees." Below this is another paragraph: "Our award-winning HR service provision helps you maximise your human capital, because we believe your people make the difference." Below that is a third paragraph: "This vision, along with our global expertise, will help HR make a real commercial impact in your business." Below the sub-section is a section titled "Latest News" with a link "what is RSS?" and an RSS icon. To the right of the "Why Ceridian?" section is a section titled "eNewsletter Signup". Below this section is a paragraph: "Stay up-to-date with our FREE newsletter - essential reading for HR and payroll professionals". Below this is a thumbnail image of a newsletter titled "Connection". Below the thumbnail are two links: "Latest Edition" and "Sign me up!". Below the "eNewsletter Signup" section is a section titled "Downloads". Below this section is a link: "Corporate Brochure" with a download icon.

**CERIDIAN**

Search  Go

[HOME](#) [ABOUT US](#) [OUR SERVICES](#) [MEDIA CENTRE](#) [CONTACT US](#)

Want to create a winning team?

Contact a Ceridian expert today

**Enquire online**

[Human Capital](#) [HR](#) [Employee Engagement](#) [Pay and Reward](#)

**Why Ceridian?**

[HR Expertise](#)  
[Global Coverage](#)  
[Outsourcing Options](#)  
[Offshoring Capability](#)  
[Technology](#)

**Products & Services**

[HR Outsourcing](#)  
[HR Consultancy](#)  
[Payroll](#)  
[EAP](#)  
[Flexible Benefits](#)

[UK Small Business](#) [Medium-Large Enterprise](#) [Multinational Company](#)

**Adding value to HR**

Ceridian is one of the world's most-trusted human resources service providers, globally serving more than 25 million employees.

Our award-winning HR service provision helps you maximise your human capital, because we believe your people make the difference.

This vision, along with our global expertise, will help HR make a real commercial impact in your business.

**Latest News** [what is RSS?](#)

**eNewsletter Signup**

Stay up-to-date with our FREE newsletter - essential reading for HR and payroll professionals

[Latest Edition](#) [Sign me up!](#)

**Downloads**

[Corporate Brochure](#)

# Achieving Success – RightNow Technologies

The screenshot shows the RightNow Technologies website homepage. At the top left is the logo "RIGHT NOW TECHNOLOGIES". To the right of the logo is a navigation menu with links for HOME, CONTACT US, SEARCH, COMMUNITY, and SUPPORT LOGIN. Below the logo is a tagline: "RightNow provides a strategic solution to drive superior customer experiences ...while dramatically reducing costs." A secondary navigation bar contains links for PRODUCTS & SERVICES, INDUSTRY, CUSTOMERS, PARTNERS, COMPANY, and RESOURCES. The main content area is divided into several sections. On the left, there are three vertical boxes: "Optimize Your Customer Experience" with a sub-headline "Boost profits by cost-effectively delivering a superb customer experience.", "Customer Relationship Management (CRM) and the Customer Experience" with a sub-headline "Learn how your customer service, sales, and marketing systems can drive customer delight.", and "View Webcast" with a sub-headline "Ten Secrets for Successful Customer Service featuring Black & Decker, Nikon and Travelocity". To the right of these boxes is a large promotional banner for "RightNow Marketing™" featuring a smiling woman with curly hair. The banner text asks: "Does your marketing department have enough knowledge about your customers and prospects to spot relevant opportunities that result in personalized communications and high campaign response?" Below the banner is a "Continue" button. At the bottom of the banner is a horizontal menu with four items: "RightNow Service™", "RightNow Sales™", "RightNow Marketing™" (highlighted in green), and "RightNow Feedback™". Below the banner are three columns of content: "Research" with a sub-headline "Visit our resource center for more information including:" and a link to "White Papers"; "News" with a sub-headline "Market coverage, industry news and press releases." and a link to "Nikon and RightNow Win 2007..."; and "Events" with a sub-headline "Find out where you can visit RightNow at an upcoming event, or join us for a free webcast."

# Achieving Success - Best Practice

- Standard links
  - email opt-in source, add to-address book, company web site, copyright reference, opt-out, privacy policy, profile update, “reply-to” policy (if different from “reply-to” email address) and physical address.
- Permission Marketing
- Subject & Body
- Target audience
- Email Attachments
- Process control
- Communication
- Test Cells & Timing

# Achieving Success – Permission Marketing

## Problem

Many Opt In Sources

One permission standard

# Achieving Success – Permission Marketing

## Solution

### Audit the collection process

- Direct Web site registration
- Referrals from forward-to-a-friend forms
- Co-registration program
- Affiliate program referrals
- List rental
- E-mail append
- Point-of-purchase signups
- Other offline registration: contests, conferences, etc.

# Achieving Success – Permission Marketing

## Solution

Unify the collection process

Example;

*Dear Shaun,*

*Thank you for your interest in Nikon.*



*Dear ,*

*Thank you for your interest in Nikon.*



# Achieving Success – Permission Marketing

## Solution

Start as you mean to go on!

- Welcome email as soon as opt in is confirmed
- Reinforce benefits
- Set expectations

# Achieving Success – Permission Marketing

And remember

Permission is perishable

- Review address acquisition
- Identify permission gap
- Close the permission gap

## Permission Marketing – Single or Double Opt In

- Definitions
- For and against
- Demonstrations

# Achieving Success – Target Audience

## Demo – Nikon Loyalty schemes

## Achieving Success – Other Communication

# Demo – Nikon Greybird campaign

# Achieving Success – Communication

## Demo – RightNow Mailing Library

# Achieving Success – Parameter Passing

## Demo – RightNow Consulting Services

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# Questions and Answers

