

Achieving Service Excellence Through Multiple Channels

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Agenda

- What is Multi-Channel?
- Multi-Channel Importance
- Strategies and Benefits
- Business Case – Sony Online



Frontline Action Apps

RightNow Service

Capabilities	Customer Experience Benefit	Cost Savings Benefit
Agent Knowledge Base	Faster, more accurate resolutions	Reduces AHT, increase FCR
Web Self-Service	Quickly find answers to questions 24x7	Reduce higher cost interactions (phone, email)
SmartGuide™	Quickly guides customer or agent to correct answer	Reduces AHT, increase FCR, faster agent ramp up
Email Response Management	Rapid, quality responses to online inquiries	Reduce higher cost phone interactions, increase FCR
Multi-Channel Contact Center (case management, incident tracking)	Consistent and efficient experience regardless of channel	Efficient central management of inquiries across all channels
Voice Solutions	Highly efficient, personalized voice interactions - both self service and assisted service	Optimize self-service interactions to minimize higher cost live calls
Chat	Seamless escalation from self to assisted service	Increase FCR and drive revenue
Surveys	Direct customer feedback for continuous experience improvement	Feedback enables you to focus resources where customers need is greatest
Offer Management	Obtain timely and relevant offers of desired products and services	Leverage existing service resources to drive top line

Customer Empowerment – The Disruptive Force in Business



Company Control

Manage customers

Control markets

Local advantage

Company efficiency



Customer Control

Empower customers

Control decisions

Global choice

Customer efficiency

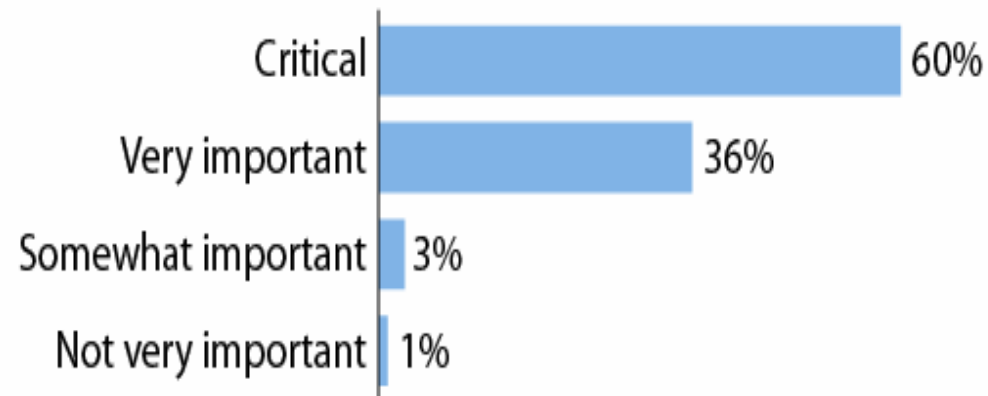
Importance of Customer Service Experience

Importance of Specific Qualities to Engendering Feelings of Loyalty to a Company



Improving the Customer Experience is a Priority

“If we define customer experience as ‘the degree to which customers feel that interactions meet their needs,’ how important is it to your firm that it improve customer experience in 2005?”



Base: 176 North American organizations with annual revenues of US\$500 million or more

Multi-Channel Importance

- Competitive differentiator
- Customers are exercising their power of “choice”
- Customers “expectation” demands are increasing



Multi-Channel Costs vs. Satisfaction

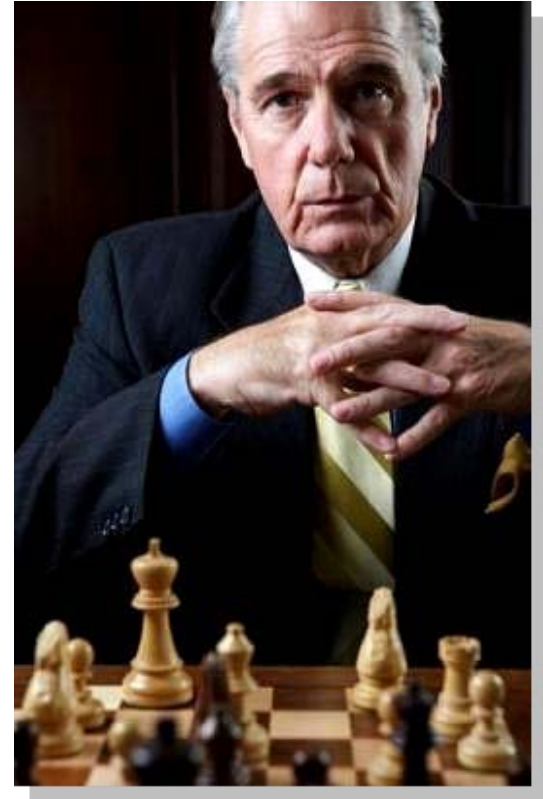
<u>Channel</u>	<u>Cost</u>	<u>Satisfaction</u>
Web self-serve	\$0.10	High
Email mail	\$1.25	Medium
Web chat	\$2.10	High
Live telephone	\$5.50	High
Snail mail	\$9.75	Low

Dr. Anton Purdue University, 2005



Multi-Channel Strategies

- **Customer**
 - Seamless customer service
 - Consistent information delivery
 - Personalized service
- **Agent**
 - Agent efficiencies
 - Single view of customer

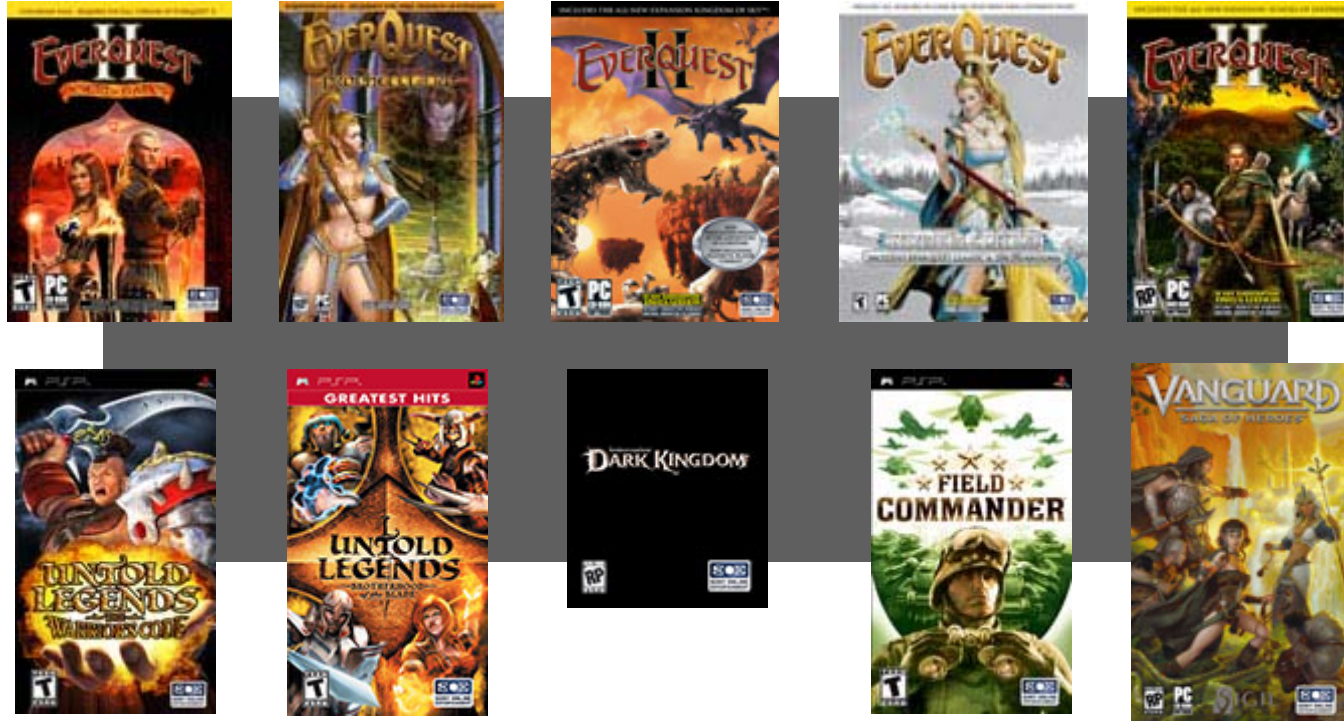


Company Benefits

- Superior customer experience
- Additional revenue
- Reduced operational costs
- Improved internal business processes
- More customer information



Business case – Sony Online



Sony Online Support Overview

- 2 Customer Support Centers (San Diego, CA: 90 Agents; Noida, India: 140 Agents)
- International Support in French, German, Japanese, and Russian
- Multiple Service Channels for all Products: Self-Service, Email, Live Chat, and Phone
- Tiered and specialist support model based on agent skill-set and product knowledge



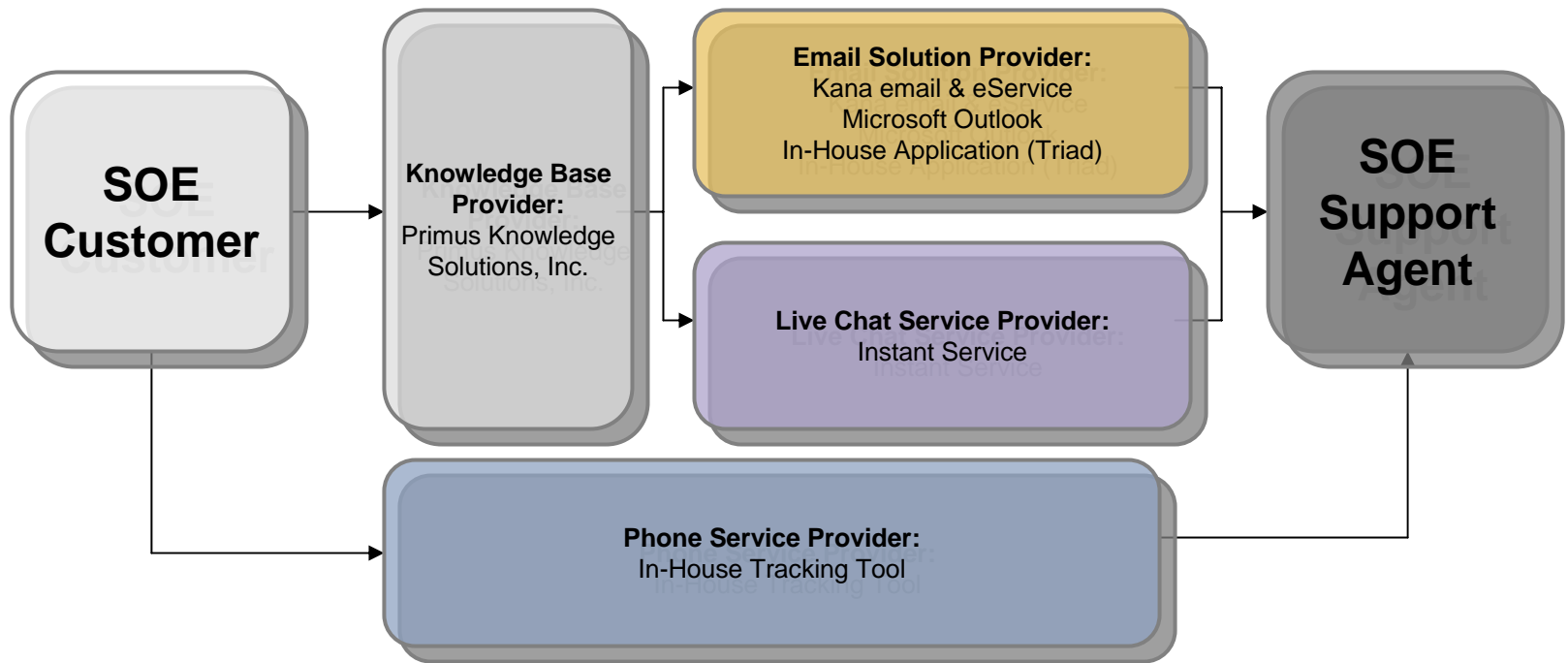
Sony Online Support Contact Volume

Sony Online Support increased contact numbers through all channels of support from years 2004 to projected 2006.

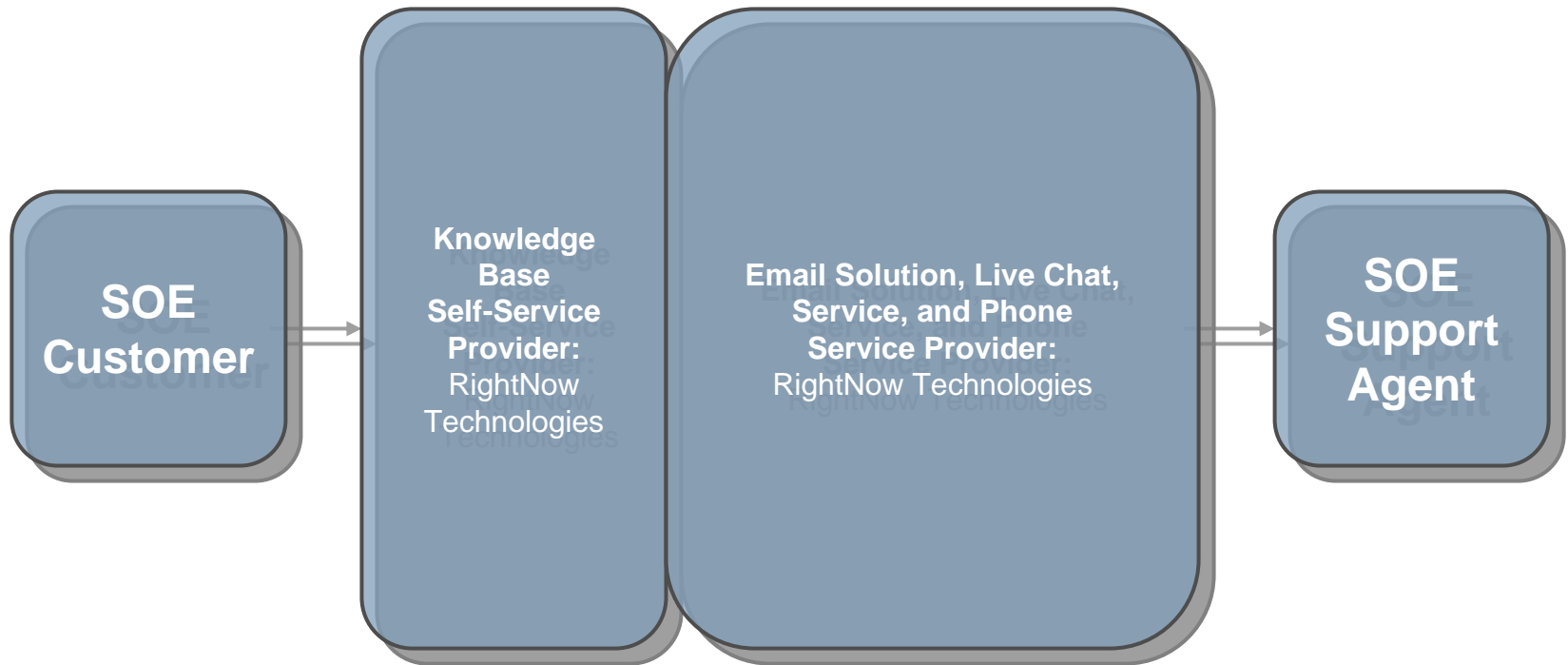
	2004	2005	2006
Knowledge Base Hits	2,833,537	6,495,661	11,434,277
In-Game Emails	1,224,293	1,632,519	1,191,807
Tech/Account Emails	236,581	155,760	122,832
Live Chat Sessions	36,073	160,600	109,143
Phone Contacts	18,932	145,100	113,533



Sony Online Support Tool Use: 2003



Sony Online Support Tool Use: Current



Sony Online Multi-Channel Strategies

- **Customer**
 - Seamless customer service – Unified Front
 - Consistent information delivery
 - Personalized service
 - Channel customization based on geographical region
- **Agent**
 - Agent inefficiencies
 - Single view of customer
 - Accommodation of specialized skill set
 - Global agent support

Sony Online Customers Helping Themselves

- Customer self-service
 - 24x7 availability
 - Easy escalation
 - Choices
- Email auto answer
 - Top known issues
- SmartAssistant
 - Self-service intelligence



Sony Online Degrees of RightNow Customization

- Integrated Game Client Customization
 - Knowledge base rendered in-game to promote ease of access
 - Pass-Through Authentication: Client login to CRM login
 - Information pre-population from Game Client
 - In-game service notification
- SOE Goals for High Level of Customization
 - Provide customers with immediate service channel access
 - Gather and display use-specific information-based on entry point
 - Enhanced back-end contact escalation routing
 - Decrease number of contacts for issue resolution



How Sony Online Measures the Customer

- Customer Feedback
 - Customer satisfaction survey on contact close
 - Subscription exit surveys
 - Answer feedback
 - Measure, report, change, promote
- Do not lose customer loyalty
 - Ask only a few questions
 - Keep it simple
 - Allow senior/supervisor escalations
 - Specific incident escalation rule-set based on customer profile or service package



How Sony Online Prepares for New Channels

- What do you offer your customers?
- Is customer data centrally stored?
- Are your choices integrated?
- Can your customer escalate?
- Do you have business processes around each choice?



Sony Online Company Benefits

- Superior customer experience
- Reduced operational costs
- Improved internal business processes
- More customer information
- Ability to adapt to ever-changing customer inquiries
- Presentation of Unified Front



Sony Online Recommendations

- Automate channels *before* customers adopt
- Promote self-service in a positive light from the ground up!
- Create and maintain a single customer view: in both organization and technology
- Implement in phases when possible: big bang projects can be big disasters
- Balance qualitative and quantitative goals and metrics
- Smile through all of your service channels



Questions?

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