

# Shop.org Solution Spotlight

Presented by  
retail  
TouchPoints

## RightNow Creates An Optimal Cross-Channel Customer Experience



Powering Great Experiences

A company reinforces its brand perception every time a consumer interacts via voice, email, chat, mobile and social channels such as Facebook and Twitter. Consumers also expect to be able to use multiple channels to communicate with retailers while never having to repeat previous interactions. RightNow CX provides the cross-channel contact center retailers need to deliver personalized experiences across consumer touch points, from voice, email, chat and web self-service, to social channels such as Facebook and Twitter.

With a single contact center platform, retailers can now have a consolidated view of their customers, a 360-degree look into previous customer interactions, customer feedback and workflow to route and manage incidents. RightNow helps retailers leverage these consumer touch points into revenue and increases loyalty while improving customer care, control or reduce costs and supporting growth and seasonal spikes.

Leading retailers such as Overstock.com, Bass Pro Shop, and Drugstore.com, and smaller, specialized retailers like ideeli, HauteLook, Shaklee, and Specialized Bikes, utilize RightNow CX to deliver rich multi-channel customer experiences.

## Obtaining a 360-Degree View Of Today's Shopper

RightNow CX delivers the Cross-Channel Contact Center, allowing retailers to have a single, consolidated view of customer activity across voice, email, chat and web self-service and social media channels. It unifies customer data and history, agent and self-service, workflow and customer feedback. As a result, your agents will be better equipped to consistently deliver optimal customer experiences across channels. Agent productivity is maximized, costs drop and revenue jumps.

RightNow CX is widely recognized as the preferred Customer Service and Cross-Channel Contact center for retailers. Some awards and accolades include:

- 25% of the Internet Retail Top 100 leverage RightNow;
- Internet Retailer lists RightNow as one of the top three CRM/Customer Service Applications;
- Ranked as a 'Leader' in Gartner's eService, Social and Contact Center Magic Quadrants; and
- Winner of IQPS's 2011 Call Center Excellence Award for Best Technology Solution.

## Boosting Customer Satisfaction By Improving Contact Efficiencies



Numerous industry leaders have deployed RightNow CX to enhance customer engagement and to better track all forms of shopper communication.

Implementation success stories include:



- The retailer's NetPromoter score has seen nearly a 7x improvement, while customer satisfaction scores have jumped 10%;
- Email volume is down 72%;
- FCR resolution rates have improved 10%, while call handle times reduced by 25%; and
- Overstock.com was ranked the fourth highest nationwide retailer in customer service by the National Retail Federation — one year after not even making



- HauteLook now efficiently manages more than 40,000 interactions per month;
- Converts 13.5% of chat sessions into new sales;
- Achieves a 20% completion rate on member surveys; and
- Easily scales headcount to accommodate top sales events without increased IT costs.

**Contact:** Susan Meriwether,  
Global Director of Retail Solutions  
**E-mail:** Susan.Meriwether@RightNow.com