

RightNow® delivers **cloud based CX software solutions** that create the best possible experience for your customers across the three engagement points that really matter - the **web, social and contact center**.

Customer Experience Strategies

3 BENEFITS OF DELIVERING AN EXCEPTIONAL CUSTOMER EXPERIENCE

Turn to the customer experience experts. RightNow CX offers a results-driven, industry-leading customer experience solution...

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Posted 2010-05-03

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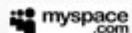
Greg Gianforte,
CEO and Founder
RightNow



Who is on your short list?

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7 Million Consumers Served Daily





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Customer Experience Strategies

Three benefits of delivering an exceptional customer experience

Can you risk not providing great customer experience? According to a Harris survey, in 2009 86 percent of consumers quit doing business with a company due to a bad customer experience, and 82 percent of consumers that had a bad experience told others about it.

Turn to the customer experience experts. RightNow CX offers a results-driven, industry-leading customer experience management solution that brings these benefits:

1. Outshine your competition
2. Drive customer loyalty
3. Drive revenue and reduce the cost of operations



Outshine Your Competition

Longtime RightNow client Overstock.com (www.rightnow.com/customers-overstock.php) provides proof that the RightNow customer experience management solution (www.rightnow.com/cx-suite-overview.php) boosts competitiveness. Overstock.com ranked the fourth highest retailer nationwide in customer service by the National Retail Federation - one year after not making the top 150. One top of that, the Overstock.com NetPromoter score is nearly 7 times higher than before while customer satisfaction scores jumped 10 percent.

Drive Customer Loyalty

How do you ensure that empowered consumers will stay loyal to your brand and promote you within their social networks? RightNow provides the expertise and tools you need - a complete customer experience suite. Our mission-critical SaaS delivery model anchors the solution and guarantees unparalleled uptime, security and performance.

Drive Revenue And Reduce The Cost Of Operations

Do you want to rid consumer interactions of bad experiences while increasing revenue and lowering operating costs? Many businesses and organizations, having realized that service is the new sales, are using RightNow CX to do that.

RightNow client Motorola, for example, consolidated five outsourced platforms into one standard RightNow agent desktop. The results:

- 30% reduction in phone calls
- 66% decrease in email one month after implementation
- Estimated annual savings of \$15 million to \$20 million
- Up-sell and cross-sell opportunities and offer promotions

RightNow clients like Motorola, Electronic Arts, and eHarmony benefit from the experience of thousands of RightNow CX implementations. Our Eight Steps to Superior Customer Experiences (www.rightnow.com/strategy-eight-steps.php) can help you achieve these three benefits.

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