



RightNow Solutions

Service: web self-service, email management, call tracking

Voice: automated self-service

Industry

Consumer Goods

Market Size

Enterprise

Customer Since

2000

Additional Information

- RightNow is primary call center application
- Integration to enterprise SAP system to address ordering and shipping questions
- English and German interfaces

THE COMPANY

Black & Decker is a global manufacturer of power tools and accessories, hardware, home improvement products, and technology-based fastening systems.

SITUATION

For a company to be truly customer-centric, everyone—from product managers to the CFO—has to keep their eyes on the customer. But not everyone has the time or the opportunity to interact directly with customers on a regular basis. That's why the world's most customer-centric companies take full advantage of their contact centers to find out exactly what their customers want and need.

GOALS

- Make the entire organization more responsive to customers
- Optimize cross-channel performance and efficiency
- Rapidly elevate acquired business units and outsourced contact center to corporate standards

ACHIEVEMENTS

- Product management, manufacturing, and other departments gain rich, actionable customer insight
- Real-time feedback saves company thousands in product returns
- Estimated \$250,000+ in annual savings achieved through self-service
- Voice application pays for itself in 90 days
- Software-as-a-service enables users anywhere to be added right away

Using RightNow, Black & Decker is leveraging customer interactions with its contact center to capture rich, timely information the company can use to make smarter, better-informed decisions. Black & Decker received feedback that helped them discover a 30-cent part that wasn't machined correctly. Had the error gone undetected it could have resulted in a lot of returns. But because of the timeliness of the feedback the engineering and manufacturing teams were able to make a running change at the plant—which Udzenski estimates saved the company thousands in returned products.

FOR COMPLETE CASE STUDY, PLEASE VISIT

www.rightnow.com/customers-black-and-decker-corporation.php

“ RightNow has dramatically enhanced both our internal processes and the ways in which we interact with the rest of the business. As a result, we are improving the ability of the company to respond to our customers even as we reduce costs in a variety of areas. ”
—Chuck Udzenski, Black & Decker consumer services manager