A sound decision: Pioneer picks RightNow for eService solutions

Leading audio and video entertainment equipment provider reaps the benefits of online customer service

Leading audio/video entertainment equipment provider, Pioneer UK (www.pioneer.co.uk), is breaking new ground yet again - with an innovative online eService solution from RightNow Technologies.RightNow eService Centre, which includes a proprietary, self-learning knowledge base of frequently asked questions (FAQs), is set to radically change Pioneer's customer services. Scoped and implemented in just 10 days, it has already reduced the number of emails from Pioneer's customers by 65 percent, from around 1,700 to 600, in 30 days.RightNow's self-learning technology builds content based on customer enquiries and interactions. Because the most useful and popular questions rise to the top, answers are quick and simple to find. Questions that cannot be immediately answered can be emailed - and these are automatically routed to the most appropriate person.This means common requests to Pioneer, such as those asking for spare parts and replacements for lost manuals, are dealt with online, leaving Pioneer's four full-time customer service staff free to dedicate time to more complexproblems.In addition to the list of FAQs, RightNow powers an interactive search function. It has also automated Pioneer's brochure request system, which previously spanned six Web sites, and now stores the brochures as PDFs in a single location in the knowledge base for customers to download when required."We selected the RightNow package over all other options because its scalable tier system makes it extremely expandable. It has already relieved pressure from call centre staff and improved our customer satisfaction. In the mid-term, we plan to extend the system's existing tiers to our entire dealer network," Pioneer's customer relations manager, Jim Langley said.RightNow's vice president of marketing and business development, Sean Forbes says, "With its introduction of the world's first separate stereo system, Pioneer has a world-wide reputation for spearheading new technologies. RightNow is proud to add Pioneer to its growing portfolio of companies which recognise efficient customer service as a key component of success."About Pioneer CorporationPioneer is a world leader in audio/video entertainment equipment. Established in Tokyo as Fukuin Shokai Denki, Pioneer's UK base is in Stoke Poges, Buckinghamshire, with further subsidiaries throughout the world. For more information - and to see RightNow's knowledge base, visit www.pioneer.co.ukAbout RightNow TechnologiesRightNow Technologies, a recipient of UPSIDE Magazine's 2002 Hot 100 Private Companies Award, is the leading eService solutions expert, engineering business solutions that deliver rapid time-to-benefit and quick return on investment. RightNow delivers these benefits to more than 1,100 customers such as: Air New Zealand, Ben & Jerry's, British Airways, Cisco, Fujitsu, Maxtor, Orbitz, Remington, Sanyo, and more than 100 public sector clients including the Social Security Administration and the State of Florida.RightNow's multi-channel eService suite, which is Section 508 certified, supports Web-based self-service, email response management, live chat and collaboration, and reporting and service metrics. RightNow Locator, whichdirectly links a company's Web presence with its real-world locations, provides customers the information they need to purchase products or obtain services locally.Founded in 1995, RightNow has offices in Bozeman, Dallas, London, and Sydney, with an associated office in Tokyo. RightNow's products are available in 15 languages worldwide. For further information visithttp://www.rightnow.com/.

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