

RightNow CRM: Helping Sonar6 take on the world.

RIGHT NOW[®]

Sonar6 and RightNow

"Sonar6 couldn't exist without a CRM system like RightNow. We use RightNow to enable us to handle large email campaigns effectively; to understand our customers' needs; to identify potential risks to our business, and to keep track of what's going on," says Sonar6 Co-Founder and Head of Customer Experience, Michael Carden.

Sonar6 uses three RightNow applications – eService, Marketing and Sales.

RightNow eService provides a knowledge base to enable customer web self-service – so that customers can find what they need, when they need it, without having to phone or email Sonar6 directly. In addition to learning what web visitors are looking for, the knowledge base takes feeds from sales and customer contact centre staff and contains individual customer flags (such as current support calls, etc) to ensure that the customer doesn't have to repeat themselves when they are communicating with a new Sonar6 contact.

Sonar6 can keep track of all their customers and interactions, along with the stage of the relationship with RightNow – such as a prospect, a new customer at implementation, or an



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established user – with the status of any support enquiries or to flag any key risk, such as key personnel within a client organisation moving on.

"When we were small it was easy to keep track of each relationship, but there's no excuse to get sloppy, RightNow has helped us to keep track of all of our customers as we have grown," says Mr Carden.

Sonar6 use RightNow Marketing in three ways – list management, surveys & questionnaires and email services.

Outbound email is a key component of Sonar6's marketing effort, so high quality list management is critical. The prospect



Michael Carden, Sonar6

eDM database is compiled from a number of sources, principally online opt-ins, outbound email pushes (using rented or purchased lists) or from customer sales calls.

"Historically, we know that over the course of a year, about 10% of prospects will go on to become customers. To achieve our sales targets we are looking for about 1800 new opt-ins globally each month via the website."

Prospects come to the site organically, via paid search or through a range of initiatives including online groups or social networking. The company continually samples new media opportunities as they arise and dispenses those found to be past their use-by date, "Until three months ago we used Linked-In Answers, but then it stopped working, so we stopped using it."

Sonar6 uses RightNow surveys and questionnaires as part of the opt-in process to segment the prospect list by size, industry type and location, ensuring that the very first email to a new prospect is on the mark.

With the eDM database up and running, Sonar6 adopts a rigorous and continual testing model to maximise open rates and minimise opt-outs. "RightNow

is great for 'A/B testing'. Before sending an email we will first test two different subject lines to, say, the first 3,000 names, then we'll take the most successful and test that against another, and so on," Mr Carden says.

The scalability of RightNow means Sonar6 is able to be just as demanding of their email marketing programme as the size of their database grows. "When we started, 600 prospects was our biggest email list. Now we send out nearly 250,000 emails every fortnight," adds Mr Carden, "We didn't have a CRM system before RightNow, now I can't imagine us running our business without one."

ABOUT SONAR6



Years in business: 3 (since 2006).

Industry: Online performance reviews and succession planning.

Markets: Operating in New Zealand, Australia, USA, UK and India.

Number of clients: Just under 100. Sonar6 has been doubling their client base every year and this is projected to continue.

No. of employees: 20. Sonar6's Head Office is in Auckland's Freemans Bay with offices in USA and UK.

Sonar6 is based on the idea that performance management should be simple and rewarding. The first generation of the Sonar6 toolset was launched in February 2006. Growth since then has been rapid. Sonar6 now has customers all around the world and is well known as the innovator in Human Resource software.

The goal of Sonar6 remains straightforward: Provide the best possible way to create in-depth performance reviews online, then use the information collected in those reviews to create a helicopter view of all of the people in the business. Sonar6 aim to provide the simplest way to help businesses make better people decisions.

AT A GLANCE

What is CRM?

Customer relationship management (CRM) refers to methodologies, software, and online capabilities that help organisations effectively manage relationships with their customers.

Typical CRM systems are designed from the inside-out, focusing primarily on internal operational efficiencies, such as helping a sales rep manage his accounts. It's usually a B2B function that never touches the consumer.

RightNow takes a fundamentally different approach to the traditional CRM software vendor. Our CRM applications are designed from the outside-in, around the consumer's experience. Servicing, Marketing, and Selling are all functions in support of the consumer's goals – regardless of which communication channel they chose.

RightNow CRM

RightNow is a provider of on-demand CRM solutions that help consumer-centric organisations deliver great customer experiences.

Founded in 1997, RightNow is headquartered in Bozeman, Montana, employs more than 700 people, and serves over 1,900 organisations worldwide.

DATAMAIL out:thinking

Datamail

Datamail is the exclusive New Zealand reseller and service agency for RightNow Technologies. Since 2002, Datamail has deployed RightNow into 35+ major New Zealand corporate and government agencies.

Q&A

What technical platforms do you need to run RightNow?

"RightNow doesn't have a huge IT footprint. It's all handled by their servers, via a SAAS (software as a service) environment. A simple application is installed on all our people's PCs and customer access is entirely online.

"We have one technical person assigned to RightNow (about 30%) who works closely with the RightNow technical lead who really understands our business."

How did RightNow go about

understanding your business to ensure their products delivered for you?

"RightNow had a really good onboarding process. This enabled them to understand what business ROI we wanted to achieve and to understand what success and failure looked like. They were very impressive in that regard, actually."

What reports do you get from RightNow and how do these aid the performance of your business?

"We're an IT business, so we have built our own reporting using RightNow's analytics tools. All of the information is there to enable us to make critical data-centric decisions."

How do you see Sonar6 using RightNow in the future?

"I see us using the parts of RightNow that we are using now – more. We'll be keen to keep our eye on any new developments, especially in the marketing field, but it's hard to imagine we'd ever move away from RightNow Service".

Contact:

For more information about the RightNow CRM solution visit www.rightnow.com or contact one of the following Datamail specialists:
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