

RightNow Technologies Helps Telewest Employees Help Themselves

Submitted by: RightNow Technologies

Tuesday, 15 June 2004

RightNow Technologies Helps Telewest Employees Help Themselves

SLOUGH, UK (June 15, 2004) – RightNow Technologies has assisted broadband communications and media group Telewest, to implement an online, self-service tool for employee human resources (HR) that gives its HR experts real-time visibility of employee concerns and provide round-the-clock support for staff. Branded 'AskHR', the resource uses RightNow Service™ and has reduced repetitive employee calls and email by 41%. The reduction has also allowed HR staff to have more time for complex employee issues.

Answers to questions such as 'what are my maternity benefits?' and 'what is the sick leave policy?' are now available on the company's Intranet which uses a single, self-learning knowledge base from RightNow that analyses and sorts question and answers so that the most recent and relevant queries rise to the top of an extensive list. Telewest's 8,500 employees can search by keyword and natural language phrases, but if an answer cannot be found they can email or call the HR Service Centre (HRSC) team.

In the six months between September 2003 and March 2004, over 21,650 answers were viewed – greatly reducing incoming calls and emails to the HRSC staff. In fact, employees are now so proficient at using the solution that nearly 98% of them are able to find the answer to their enquiry without the need for support. Proactively anticipating and providing information means that the HR teams now have more time to focus on strategic HR issues and functions.

To ensure consistency and accuracy when answering employee enquiries staff in the HRSC also link to the knowledge base. They are able to analyse incoming employee calls and emails to identify any new issues arising, and spot trends indicating where a department or region may have a specific HR requirement. When questions are submitted, intelligent workflow and escalation rules, defined by the HRSC team and based on question subject matter or job role, are used to route enquiries to the most appropriate HR expert.

Once a query is logged with the employee helpline team in the HRSC, the answer is then sent back to the employee via email or by a phone call and, if appropriate, it is also published on AskHR. The process continuously adds to the knowledge base held within the system.

"Effective support for our staff is critical," said Stephen Turley, Reward Director at Telewest.

"Taking too long to respond to simple enquiries is unacceptable and soon impacts on employee motivation and how they regard the company. RightNow has helped Telewest to increase employee satisfaction on two levels; by reducing the burden on our HR staff and by placing relevant and timely information at our employees' finger tips."

"The varied Telewest job roles and locations result in very different employee needs, so being able to analyse and track enquiries means that we are able to proactively engage with employees and resolve queries before they become issues."

“We seeded the knowledge base with an initial set of answers. From here we were then able to run reports and ask for employee feedback to fine-tune content and search terms,” continues Turley. “The fact that we have achieved a 98% self service rate is testament to the self-learning intelligence RightNow has built into its software and the great job HR staff did in promoting the benefits of the solution to employees to get them using it,” he added.

“In many cases companies only consider customers to be those that impact on brand and company reputation,” said Sean Forbes, vice president of marketing and business development at RightNow Technologies. “Telewest recognises that employees also have a role to play in brand promotion and that they will only do so if they are happy. By deploying RightNow on its intranet Telewest has significantly improved employee satisfaction by empowering them to help themselves wherever they are and at any time. We now have a number of customers using our solution for partner and affiliate extranets as well as employee intranets.”

-ends-

For Further information contact:

Jo Brealy

International Corporate Communications Manager

RightNow Technologies

Tel: +44 (0) 1753 894 994

Email: jbrealy@rightnow.com

About Telewest Broadband

Telewest Communications, the broadband communications and media group, currently passes 4.9 million homes and provides multi-channel television, telephone and internet services to 1.74 million UK households, and voice and data telecommunications services to around 67, 000 business customers. Its content division, Flextech, is the BBC's partner in UKTV. Together they are the largest supplier of basic channels to the UK pay-TV market with a portfolio that combines wholly owned and managed channels, including the fourteen joint venture channels with the BBC. For further information go to www.telewest.co.uk/media

About RightNow Technologies

RightNow Technologies is the leading on-demand CRM company focused on customer service. RightNow improves the effectiveness of service and support operations with easy-to-implement technology, replicable best practices drawn from the industry's broadest base of successful implementations and engagement terms that create accountability for delivering quantifiable results.

RightNow has delivered these benefits to more than 1,000 customers worldwide such as: Air New Zealand, Ben & Jerry's, Briggs and Stratton, British Airways, Cisco, Dolby Laboratories, Inc., Electronic Arts, Pioneer, Raymarine, Remington, Sanyo, Specialized Bicycles and more than 150 public sector clients including the Social Security Administration and the State of Florida.

Founded in 1997, RightNow has offices in Bozeman, Dallas, San Mateo, New Jersey, London and Sydney, with an associated office in Tokyo. RightNow's products are available in 13 languages worldwide. For further information visit <http://www.rightnow.com/>.

