



# Real business outcomes

Helping Sonar6 take on the world



## Scalable Customer management and self service

“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.”

*Michael Carden  
(Head of Customer Experience, Sonar 6)*

**Business Need**

Proactively manage & market to a global customer base

**Resolution**

Provide customers with immediate and automated answers on the web and email

**Benefits**

**Enhancing customer experience**

**Overcoming inertia**

**Reinventing the way they do business**

**The Answer**

Providing immediate answers to customer queries

Keeping track of all customer interactions.

Manage large email campaigns

**Allowing**

Satisfied customers at reduced cost

Improved customer relationships.

Growth targets to be achieved