



Customer Success Story

Product: nGen Knowledgebase

Industry: Marketing Technology

Web site: www.doubleclick.com

Business Profile: DoubleClick is the leading provider of tools for advertisers, direct marketers, and Web publishers to plan, execute, and analyze their marketing programs. DoubleClick serves more than 1,350 corporate customers, including industry leaders such as Proctor & Gamble, SONY, Pepsi, Via-Com, and eBay and produces more than \$300 million in annual sales

Business Challenge: To provide easily accessible and easy-to-use customer-facing support tools that will improve the overall customer experience and improve operational efficiencies.

Solution: nGen Knowledgebase was up and running in two weeks.

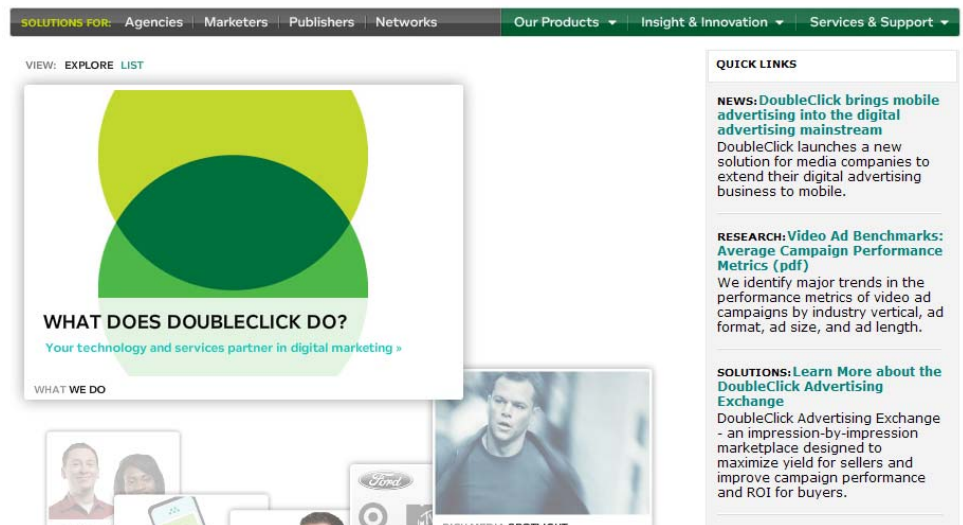
Results:

- Reduction in inbound call volume by 20% in just two quarters
- 80% of respondents in a customer satisfaction survey have used the knowledge base and are satisfied with its content and search capabilities
- Eliminated resolution failure and improved knowledge management

DoubleClick Lowers Customer Call Volume 20% by Deploying nGen Knowledgebase

"Our goal is to provide the highest level of customer service in the most efficient manner; [nGen] Knowledgebase is helping us meet these goals everyday."

--John Rehl, Senior Vice President of Technical Services, DoubleClick Inc.



The Customer Support Challenge

As the technology behind interactive marketing campaigns has grown more complex, DoubleClick has remained committed to providing excellent customer service and support. DoubleClick's Global Technical Services group, comprised of about 220 worldwide professionals, is responsible for front line customer support, professional services, service escalation issues, and courseware and training for all products and services. "Essentially, we're a one-stop shop that's responsible for nearly every aspect of the customer experience," says John Rehl, Senior Vice President of DoubleClick's Technical Service group.

With the bottom line under constant scrutiny and increasing demands being placed on the group, the Global Technical Services team began looking for new ways to boost efficiencies and lower costs. After a thorough assessment, the team found, by and large, that their high-cost telephone support staff was solving repetitive issues time and again. Compounding this inefficient and costly support practice, it was determined DoubleClick's product lines and customer base were both rapidly expanding. As the body of product information continued to grow, the team recognized the need to provide consistent information across the board. Rehl tasked his group to find a solution that would decrease inbound support call volume while maintaining high levels of customer satisfaction and establish a central repository of information.



"[nGen] Knowledgebase has enabled us to sync up information enterprise-wide and eliminate the separation of self-service processes and support operations. Call volume is down and productivity is up. We couldn't be more pleased and would recommend [nGen] Knowledgebase to anyone looking for a Web-based knowledge management solution."

*- Ben Saitz,
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The nGenera CIM Solution

The DoubleClick team recognized that a customer self-service solution could deliver the desired result. "We immediately saw that the right tool would benefit internal and external users alike," says Ben Saitz, Senior Director of Operations for DoubleClick's Global Technical Services in charge of the initiative. After extensive research and a thorough Request for Proposal process, nGen Knowledgebase Enterprise Edition was selected for its ease of use, cost effectiveness and integration capabilities. "Our primary goal is to provide the highest level of customer service in the most efficient manner," added Rehl. nGen Knowledgebase has all the features we were looking for with an extremely fast implementation time. We were actually able to set and meet our new goals sooner than expected."

The initial implementation took place in a matter of weeks. Article templates were designed so that every member of the organization could easily add information to the knowledge base. From that point on, all team members were responsible for knowledge creation and were held accountable by new performance measurements. DoubleClick was also able to offer highly strategic support to some of its largest customers by creating personalized knowledge bases with account-specific articles and information. "We wanted to find a way to share product knowledge with our customers in a manner more closely integrated with the company's Web-based product environment," says Rehl. "With [nGen] Knowledgebase, we can provide links directly on product Web pages and our clients are able to remain uninterrupted in DoubleClick's online environment while self-addressing their own support issues."

The Results

Since deploying nGen Knowledgebase, the Global Technical Service team has been able to scale without additional headcount. By enabling clients to access product information designed to help resolve issues as well as educate and cross-sell, inbound call volume has substantially decreased. In fact, when comparing the same period before and after the deployment, DoubleClick's inbound support call volume decreased nearly 20%. Today, instead of calling support, clients routinely check the knowledge base for answers first, which helps the support team achieve higher productivity rates. When clients do opt to use the phone, calls are handled with a 25% improvement on time-to-resolution overall. The best news? Customer satisfaction levels are impressively high: 80% are satisfied with both the search speeds and capabilities of the DoubleClick knowledge base.

About nGenera CIM

nGenera Customer Interaction Management is the global leader in next generation customer experience solutions. Customers report increased customer satisfaction and measureable cost savings within six months of deployment. With 250% customer growth over three years, more companies trust their customer experiences to nGenera Customer Interaction Management. Customers include Royal Bank of Canada, Saks Fifth Avenue, Canon, Dell, eBay, Epson, Ford, Microsoft, Scottrade, Siemens, Sony, and Sprint.

For more information, visit <http://www.ngenera.com/cim>.