



## Customer Success Story

Product: nGen Knowledgebase

Industry: Media/Communications

Web site: [www.premiereradio.com](http://www.premiereradio.com)

**Business Profile:** Premiere Radio Networks, Inc., a subsidiary of Clear Channel Communications (NYSE:CCU), syndicates more than 60 radio programs to more than 7,800 radio affiliations and reaches over 180 million listeners weekly. Premiere is the number one radio network in the country and features the following personalities: Rush Limbaugh, Dr. Laura Schlessinger, Casey Kasem, Dr. Dean Edell, Bob (Kevoian) & Tom (Griswold), Leeza Gibbons, Michael Reagan, Art Bell, Blair Garner and others.

**Business Challenge:** To better service a large customer base using streaming audio services; required real time, always available technical support resources.

**Solution:** nGen Knowledgebase hosted solution had service up and running within two hours and the application was fully populated by the client within two weeks.

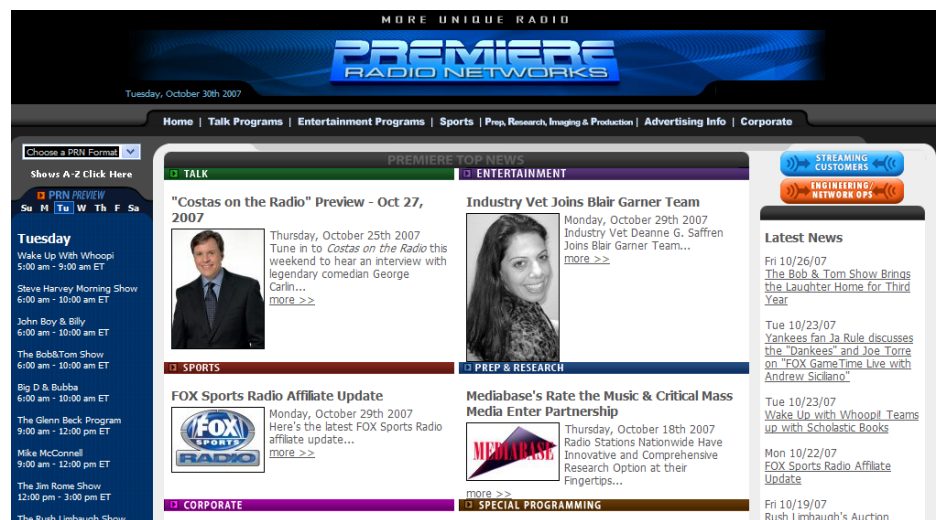
### Results:

- Support emails fell by 40% within the first 30 days
- nGen Knowledgebase was up and running within a few hours and populated within a few weeks
- Extremely positive feedback from customers and a fast, easy customer service experience

## Premiere Radio Networks Offers Customers Instant Answers with nGen Knowledgebase

*"Within 30 days of adding a knowledge base to our Web site, customer emails dropped by 40%. We couldn't be more delighted with the [nGen] Knowledgebase."*

*--Brian Glicklich, VP of Interactive Services,  
Premiere Radio Networks*



## The Customer Support Challenge

Premiere Radio has a large customer base that uses its streaming audio services to enhance web content and various web properties, from affiliate radio stations to online independent sites. As with most technical services, Premier Radio Network's customers often had questions about their use of the streaming audio service, ranging from simple questions about log in procedures to complex questions concerning streaming technology.

With a large and growing customer base and the ever-increasing popularity of Premiere Radio Network's programming, the company was receiving thousands of emailed customer questions a week. Expecting customers to wait overnight for answers and resolutions was an unsatisfactory solution for Brian Glicklich, VP of Interactive Services at Premiere. Glicklich and his team needed a turn-key and cost effective solution that would provide customers with instant access to answers and information. "It's fairly simple," says Glicklich, "The happier my customers are with my service and the support we can provide, the more likely they will remain customers."

## The nGenera CIM Solution

As a world-class broadcasting company, Premiere Radio Networks measures success partly by response time. Premiere needed a solution that would provide immediate answers to customer questions in order to maintain a high level of satisfaction.



*"If you want a solution that can be up and running with no hassle, has the flexibility to be customized to fit your Web site, has fast and easy search tools, and won't break the bank, then [nGen] Knowledgebase is exactly what you need."*

*- Brian Glicklich, VP of Interactive Services, Premiere Radio Networks*

Once response time and other criteria including cost, effectiveness, and ease-of-use were defined, Glicklich and his team commenced a search for the appropriate application.

When he learned about nGen Knowledgebase, Glicklich immediately thought nGenera would be a good fit. "It had everything I needed— smart search capabilities, an intuitive and easy-to-use user interface, Web-based functionality and strong backend reporting," recalls Glicklich. With nGen Knowledgebase, Premiere Radio Network's customers could have instant access to the most frequently asked questions and technical information about streaming audio. "Our search proved very fruitful and we are very pleased with the results," says Glicklich. "Our inbound email traffic was reduced by 40 percent within the first 30 days and our reporting showed that over 7,000 customers used the knowledge base in the first month alone."

## The Results

With no upfront equipment or software investments, KnowledgeBase.net was up and running in a matter of hours. The application integrated easily into Premiere Radio Network's website and Glicklich and his team was able to customize the look and feel of the portal and populate the knowledge base with critical information within two weeks. "From the start, we saw immediate adoption of the service and had thousands of customers using our knowledge base within days of its launch," says Glicklich. Premiere's customers are delighted with the new level of support they were receiving with the "anytime" access to information. Furthermore, Glicklich was able to cost effectively scale his support organization by leveraging technology instead of increasing headcount, meeting corporate goals and customer requirements by effectively scaling to meet growing needs.

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## 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>.