

DATA

Information

Insight

Strategy

ACTION

The Business Issue

ULTA is the largest beauty retailer in the United States providing one-stop shopping for prestige, mass and salon products and salon services. ULTA focuses on providing affordable indulgence to their customers by combining one-stop shopping in convenient locations with the distinctive environment and experience of a specialty retailer.

Founded in 1990, the company experienced rapid growth over the years, finding themselves in mid-2000's having multiple systems that offer similar functionality in their contact centers. Faced with a difficult decision to choose between reducing one of their two contact center systems - Remedy and RightNow CX - ULTA decided to retire RightNow CX.

As growth continued through 2012 since the decision was made to continue with Remedy as their single contact center solution, ULTA experienced significant call and email volumes leading to higher operational costs. To complicate matters, new channels were introduced leading to less than desirable customer experiences. With 60 agents during peak times, ULTA needed to address the problem. In the second quarter of 2012, ULTA evaluated their contact center operation, processes and supporting technologies and recognized a widening gap in their opportunity to allow customers to self-serve.

Realizing self-service and multi-channel options as key contributors to reducing contact center costs, ULTA revisited Remedy's capabilities and determined that a lack of strong cross channel experiences was the root cause. ULTA evaluated solutions in the marketplace, and determined that Oracle RightNow CX Cloud Service was the right solution to close this gap!

The Oracle RightNow CX Cloud Service and AmberLeaf Solution

AmberLeaf and Oracle outlined the path for ULTA on how to reduce email and call volumes, enhance agent ability to field inquiries, and improve the online experience with Oracle RightNow CX. Through advancements with a robust knowledge base tool, web self-service smart assistance and intelligent interaction routing, the solution addressed ULTA's issues to decrease operational costs and reduce phone and email volumes.

To further enhance the customer experience, ULTA also sought to tie together their ecommerce transactions with their customer self-service interactions. To enable a smooth transition from the buying and post sales service experience, AmberLeaf integrated Oracle RightNow CX Cloud Service with the ULTA ecommerce platform.

Over a 6-week span of time, AmberLeaf implemented the Oracle RightNow CX Cloud Service solution. Since then the solution has helped ULTA:

- Reduce Phone and Email volumes by improving Incident and Contact Management interactions
- Enable robust Knowledge Management capabilities to promote easier self-service experiences
- Introduce Smart Assistant functionality to assist in decreasing contact interactions
- Enhance ULTA Customer Portal web experience by syndicating CX knowledge across Ulta.com for seamless user experience
- Migrate legacy Remedy Contact and Incident data to RightNow CX to limit disruption during customer service operations
- Provide deep insight into customer and operational analysis through RightNow CX Analytics

AmberLeaf (www.amberleaf.net) combines strong business and operational planning with innovative software solutions from Oracle RightNow CX Cloud Service (www.oracle.com) to ensure our client base serves the right customers in the right ways to generate the greatest return. To learn more about how AmberLeaf can help your company increase its sales success, contact John Kariotis at 312-961-5406, or jkariotis@amberleaf.net.