



Success Story - Business Process Optimization

RiverPoint's best-in-class IT project management solutions have enabled our clients to build high-value PMOs and deliver critical projects on time, on budget and of value. Read on to learn how we've helped clients develop enterprise-aligned project management solutions that yield measurable results.

RightNow Technologies

RightNow Technologies sells on demand CRM software to companies dedicated to improving the customer experience. Their product line focuses on solutions for Customer Relationship Management, Automated Customer Service, Marketing Automation and Sales Force Automation.

Challenge

RightNow Technologies was in need of reducing the time needed for their "Order to Cash" process. Their existing tools surrounding this business process were in need of review and optimization to eliminate multiple steps and to increase the accuracy of the data that the process manipulated. Their ability to reduce the cycle time would dramatically impact the timeline for revenue recognition and month end.

Solution

RightNow Technologies selected RiverPoint to perform a Business Process Optimization (BPO) project to address this challenge.

RiverPoint conducted multiple interviews with six different functional areas of the business which were identified as having an impact on the "Order to Cash" process. RiverPoint documented the Current State of existing operations, identified opportunities for improvement, and developed a logical view of the Future State of the Order to Cash process. Narratives were also developed which detailed the current and future state processes so they could be easily validated or challenged by the business units involved in the process. A project roadmap was developed which identified eight separate projects that could/should be pursued to move the organization from their current state to the future state of operations.

Results

RiverPoint's BPO efforts identified three projects which could be immediately undertaken that would result in the organization capturing the biggest return available for the least amount of effort. This project also enabled the organization to plan from a budget perspective for projects in upcoming years which would continue to contribute in the move from current operations to the future state. Finally, this effort also supplied a vehicle against which all future project initiatives could be measured even though they may not directly impact the Order to Cash process. If a project under consideration helped the organization move towards the future state, it was looked upon favorably while projects which did nothing to migrate towards the future state were re-evaluated in terms of the expected ROI to be delivered.