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# **RIGHTNOW TECHNOLOGIES CASE**

# INTRODUCTION

**RightNow Technologies, provider of customer relationship management (CRM) solutions had lots of strategic issues that required critical investigation and effective decisions. This article will examine the different aspects of the RightNow Technologies case solution which have been outlined on The Case Solutions website.**

# **BACKGROUND**

**RightNow Technologies was founded with the objectives of helping organisations implement effective CRM solutions that would bring about positive changes to customers' experiences as well as the ease of doing business.**

**Nevertheless, competition in the area of the CRM confronted the company to look for new development plans in order to continue to assert itself as a leading player on this market and guarantee long-term development.**

# **FINANCIAL STRATEGY**

**Writing in a newspaper for managers, Duscha and Unger (2014) reported that sound financial plan especially in areas of cost and investment will go along way in ensuring that the companys profitability is enhanced to guarantee long-term strategic goals.**

# CONCLUSION

**Analyzing RightNow Technologies it is possible to underline the significance of strategic management and flexibility in the sphere of CRM. With the help of the key challenges' solutions and the implementation of the proposed strategies, RightNow Technologies can strengthen its market position as well as guarantee sustainable success. Please find all of the detailed solutions and conclusions presented in The Case Solutions website.**

# RECOMMENDATION

**This is just a sample partial case solution. Please place the order on the website to order your own originally done case solution.**

**Resource: Visit [thecasesolutions.com](https://thecasesolutions.com) for detailed analysis and more case studies.**