

How eGain Enables Customer Interaction Hubs

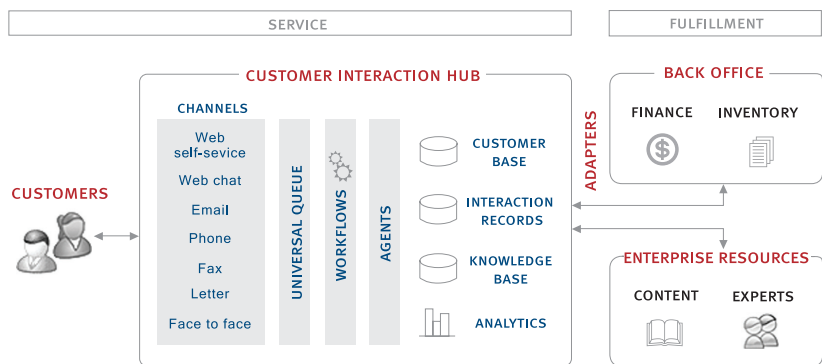
Why customer interaction hubs

With customer service emerging as a strategic differentiator in today's hypercompetitive business environment, leading companies have started to transform their call centers into customer interaction hubs (CIHs) to achieve the following:

- ❑ Establish and extend competitive advantage.
- ❑ Dramatically reduce interaction costs and increase sales.
- ❑ Maximize contact center productivity, service consistency, business process efficiencies and self-service adoption.
- ❑ Differentiate the business from competitors by providing a seamless and consistent customer experience in multistage service interactions across channels, systems, people and organizations.

eGain Service™, the industry's top-rated* customer service suite, helps businesses transform their traditional call centers into multichannel customer interaction hubs. Available for in-house or on-demand hosted deployment, the suite includes:

- ❑ A common platform, eGain SMP™, for managing service processes and knowledge across multiple channels, contact centers, and departments
- ❑ Integrated, best-in-class applications for adaptive web self-service; email, fax, and letter management; web chat and cobrowsing; call tracking; and knowledge management
- ❑ Certified integrations with leading call center, content, and business systems



A multichannel customer interaction hub

eGain Service™, the premier CIH solution

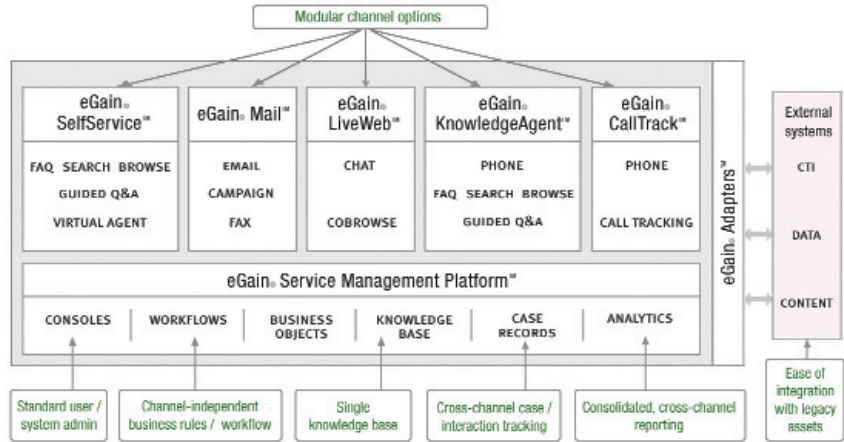
eGain Service provides the following capabilities to enable customer interaction hubs:

- ❑ **Cross-channel case management and interaction tracking:** eGain Service provides a complete view of multichannel interactions and the ability to seamlessly track a service request or a case across channels and people in an enterprise or a service chain.
- ❑ **Single knowledge base with adaptive content management:** A key requirement for an effective CIH is a common knowledge base. With centralized content and adapters for integrated access to content in existing repositories, eGain Service ensures that customers receive the same answers across channels and agents. Best-practice content approval workflows enable knowledge base managers to easily set up authors, subject matter experts, editors, and approvers for content improvement. The system's adaptive content management capability includes the ability to set triggers on usage patterns and user feedback that automatically generate content management tasks and workflows. This unique adaptive capability ensures that customer and agent feedback—implicit and explicit—is used to maximize content relevance.

eGain-powered CIH



- **Centralized business rules and workflow:** Customers want consistent service across channels. For instance, a platinum customer will want the best service level regardless of the channel—email, chat, or the phone. With eGain Service, contact centers can implement common business rules and cross-channel workflows using a powerful visual designer within the platform and leverage it across all channels.



CIH capabilities in eGain Service

- **Common user and system administration:** Administering disparate single-channel applications, and integrating them—with each other and with back-end systems—while managing user profiles across many applications is cumbersome, error-prone, time-consuming, and expensive. eGain Service provides centralized administration of business and system resources.
- **Consolidated, cross-channel reporting:** Optimizing multichannel service operations is difficult if analytics are channel-specific and siloed. eGain Service provides a centralized multichannel dashboard and analytics capability that makes it easy to optimize service operations across channels, departments, and queues.
- **Easy integration with other enterprise systems:** eGain Service makes it easy to extend the CIH to include other enterprise resources with certified out-of-the-box adapters for leading call center, content, and business systems.

Domain expertise with 15 years of experience

Good technology is only one enabler of customer interaction hubs. Also required are effective processes and proven expertise. Along with eGain Service, we offer a complementary array of process templates, service offerings, and partnerships to ensure your sustained, long-term success. With hundreds of world-class CIH implementations, our consultants will help translate your strategic service initiatives through a phased process of pilot, prove, scale, measure, and improve.

To qualify for a free assessment of your contact center, helpdesk, or web customer service operation and to learn how to transform it into a customer interaction hub that generates strategic value for your business, email info@egain.com or visit www.egain.com.