

# eGain® CallTrack™

Efficiently and effectively record, categorize, track, resolve, and analyze customer phone calls



## The eGain Service software suite

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

- ▶ Integrated, best-in-class applications for:
  - › Web self-service
  - › Email, fax, and letter management
  - › Web chat and cobrowsing
  - › Call tracking
  - › Knowledge management
- ▶ A scalable next-generation platform designed for managing service processes across multiple channels, contact centers, and departments
- ▶ Certified integrations with leading call center, content, and business systems

\* The Forrester Wave™: eService, Q1 2005, March 2005;  
PSGroup Bull's Eye: Cross-Channel, Cross-Lifecycle  
Customer Service, April 2005

**EGAIN CALLTRACK**, is a phonecall management solution that helps companies provide quick, high-quality, and cost-efficient resolution of phone queries. It is one of the many innovative customer interaction products in **EGAIN SERVICE**, the industry's top-rated\* customer service suite, which helps businesses transform their traditional call centers into multichannel customer interaction hubs.

eGain CallTrack offers comprehensive tools for recording, categorizing, tracking, resolving, and analyzing customer phone calls. It will enable you to provide consistently effective phone interactions, resulting in healthy, profitable, long-lasting relationships with your customers.

## Streamline and automate service processes

Service process automation is key to driving operating efficiency in your contact center. eGain CallTrack leverages the power of eGain Service Management Platform™ (eGain SMP™) to help streamline and automate call-handling processes. Using the visual workflow designer, you can set up pre-routing, handling, and post-routing business rules to drive consistency and efficiency through your contact centers.

## Effectively categorize calls

Set up service request classification through the use of categories and resolution codes. Effective classification helps deliver valuable customer feedback

and service trends to your product and marketing team.

## Make agents more productive

Agent costs, typically, account for over 50% of contact center expenses. eGain CallTrack increases agent productivity through a powerful agent console that minimizes screen switching and improves access to information.

Agents have access to:

- ▶ Complete customer information, including interactions through other channels
- ▶ The common knowledge base
- ▶ Subject matter experts through collaboration tools
- ▶ Multimedia interaction tools such as web cobrowsing (through eGain CoBrowse™) to help customers
- ▶ Auto-summarization and note-taking facilities

## Resolve queries quickly and consistently

eGain CallTrack offers the industry's most comprehensive resolution tools.

- ▶ Agents, across channels, have one-click access to eGain Knowledge Base.
- ▶ Agents can find information through FAQ lists, browsing, searching, and guided help (supported by eGain's pioneering Inference® engine).
- ▶ Agents can also contribute to the knowledge base.

## Key features

- ▶ Predefined workflows to manage incoming calls. Contains service level agreement (SLA) triggers to automate routing and monitoring.
- ▶ Complete customer information and interaction history, across channels, available to agents, enabling informed interactions.
- ▶ A common knowledge base that enables agents to accurately resolve complex inquiries and processes, interacting directly with data sources and devices where required. Agents can also contribute to the knowledge base.
- ▶ Varied collaboration options with experts within and outside the system.
- ▶ Intelligent summarizing of phone call. Ability to categorize and add notes.
- ▶ Web-based consoles for a range of users: agents, supervisors and managers, business analysts, knowledge authors, programmers, and system administrators.
- ▶ Comprehensive analytics and real-time alarms for operational performance management.
- ▶ Fully integrated with other interaction channels—escalate to and from self-service, live chat, and email interactions.
- ▶ Flexible deployment options: in-house implementation, subscription-based hosted delivery, and managed services for remote administration of licensed software.

## Monitor and track every call

Managers and supervisors can:

- ▶ Set up real-time monitors to oversee queues or agents
- ▶ Check the audit trail for activities to ensure correct handling
- ▶ Run reports to analyze call volumes, SLAs, agent productivity, knowledge base usage, and query trends.

## Integrate multichannel customer communications

eGain CallTrack is one of the many modular applications in eGain Service, which helps businesses set up multichannel customer interaction hubs. Use other eGain products to enable escalations to and from self-service, live chat, and email interactions.

## The eGain Customer Interaction Hub Advantage

Investing in any eGain Service application means acquiring the industry's leading platform for multichannel customer interaction hubs.

