

# eGain® Chat™

## *Trusted by Leaders*



### The eGain Customer Interaction Hub Advantage

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.

Does your website truly connect with customers? **EGAIN CHAT** gives your agents a comprehensive set of tools for serving your customers in real-time. It is an integral part of eGain Service™, the industry's most innovative and complete suite of customer service and contact center software.

With eGain Chat, you can provide service in real-time, including text chat, phone callback, screen push, escorting and forms collaboration—all through a standard web browser. High value, live assistance to online customers and prospects gives your company the ability to deliver immediate assistance and convert site visitors into profitable, long-term customers.

### **Make the right connections**

eGain Chat ensures that your online customers are connected easily and seamlessly to the right agent every time, even if the customer is connecting from behind a firewall or using a specialized browser. Our patent-pending WorksEverywhere™ technology ensures that communication can be established from any web browser, including AOL and Web TV. The system's powerful, query-specific routing and workflow maximize both agent productivity and the quality of service delivered.

### **Collaborate with customers**

For more comprehensive interactions, eGain Chat supports two-way, "follow me" web browsing so that agents and customers

can lead each other to specific web pages for faster issue resolution. eGain Chat also features powerful file-sharing capabilities. These include integrated screen capture, allowing agents to easily share files residing on their desk-top, and a unique drag-and-drop file exchange feature, giving agents the ability to send entire files to customers with a single mouse-click.

eGain Chat enables the agent and the customer to fill out forms together, field by field, even highlighting specific areas of a form or web page for additional clarity. Full security is included for sensitive information such as credit card numbers.

If still more help is needed, customers can request the agent to call back. The system can also be configured to automatically place the call using eGain CTI Adapter, which integrates eGain Service with automatic call distributors (ACDs) so call centers can leverage their existing infrastructure and deliver blended service.

### **Cobrowse complex websites**

eGain Chat has one of the most innovative and advanced cobrowsing capabilities in the industry. Designed to provide non-restrictive customer service when cobrowsing on complex websites, it has an advanced proxy conavigation server that overcomes severe restrictions that URL-pushing products frequently encounter, such as double posting, frame breaking, cookie synchronization, etc.

## Key features

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- ▶ Boost customer satisfaction and loyalty by interacting with your customers in real-time
- ▶ Convert more visitors into paying customers by answering their questions at the critical point of their purchase
- ▶ Enable contact center agents to help customers with website problems by cobrowsing
- ▶ Hold online meetings with customers, leveraging the power of multimedia communication
- ▶ Reduce operating costs by enabling agents to assist multiple customers at the same time
- ▶ Reduce escalation to assisted service by training customers to use your self-service environment
- ▶ Web-based consoles for a range of users: agents, supervisors and managers, business analysts, knowledge authors, programmers, and system administrators
- ▶ Flexible deployment options: in-house implementation, subscription-based hosted delivery, and managed services for remote administration of licensed software

**Double form posting:** Double posting occurs when an escorted customer submits a form for processing. Since both the customer and agent browsers are in synch, the website receives two form submissions containing duplicate data—one from the customer and one from the agent. The result is that two orders (one a duplicate) are placed, requiring intervention and transaction adjustments that affect both the customer and the company. eGain Chat solves this issue.

**Dynamic start page:** The “Dynamic Start Page” function was developed to facilitate the Internet customer service process. This feature collects the necessary information (e.g., URL, cookies, and form contents) from a customer’s browser to initialize the co-browsing session. This allows an agent and customer to begin a cobrowsing session on the web page where the customer is experiencing the problem, even if the customer is on an authenticated, personalized page with a form partially completed.

**Business rules:** Chat allows business rules to be created for specific web pages. For example, a business rule can be written to restrict agents to submit forms and fill form fields. Also, agents can be restricted from viewing sensitive information in form fields.

**URL restrictions:** With this feature, a collaboration session can be restricted to certain websites and sections of websites..

## Increased agent productivity with multiple chat sessions and meetings

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eGain Chat’s powerful and easy to use multiple chat console lets you set up experienced agents to handle multiple chat sessions at the same time. The Meeting feature enables your customer-facing staff

to connect effectively with prospects, clients, partners, and colleagues online, thus reducing travel cost and increasing productivity. The Meeting feature easily connects participants, even when they are located behind firewalls or have low-bandwidth connections.

## Make life easier for managers

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As part of the eGain Service solution, eGain Chat shares common infrastructure in eGain Service Management Platform™ (eGain SMP™) with the other eGain applications. This includes common user and customer accounts, interaction records, and knowledge base.

The powerful monitoring and reporting tools in eGain SMP make managing the contact center a lot easier. Managers can track the performance of agents and the service department as a whole in real-time. They can also “listen in” on individual sessions and intervene if necessary. Reports enable a clear view of your customer service organization’s performance, as well as provide insight into emerging product or company issues.

## Train customers to use self-service

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eGain Chat enables your call center agents to invite customers they are helping on the phone to the website where they can continue to help them with the current issue, deliver more comprehensive answers, and train them to use your self-service environment. This increases the likelihood that customers will take advantage of self-service for future inquiries—reducing the number of times agents are required for service and lowering service costs. Setting up context-sensitive escalation from self-service to live sessions is also easy.



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