



The Logical Next Step in Customer Service Transformation

“TO GAIN COMPETITIVE DIFFERENTIATION DURING THE NEXT FIVE YEARS, LEADING ENTERPRISES WILL INVEST IN BUILDING A CUSTOMER INTERACTION HUB (CIH) THAT ENABLES THE BUSINESS TO LEARN AND MEET OR EXCEED CUSTOMER EXPECTATIONS ACROSS ALL COMMUNICATION CHANNELS.”

Gartner Group

CHALLENGES

- » Reduce subscriber churn
- » Increase ARPU
- » Improve operating margins
- » Manage business consolidation
- » Improve and scale global operations

EXPLODING OPPORTUNITIES COUPLED WITH BRUTAL COMPETITION

CHARACTERIZE THE COMMUNICATIONS MARKETPLACE TODAY. Disruptive technological advances, while fueling massive consumer adoption, have led to product and service commoditization. Faced with high levels of subscriber churn, constantly changing regulations, and competition from their own as well as non-traditional industry sectors, communications companies are struggling to win and keep customers while curbing the cost of sales and service.

CUSTOMER INTERACTIONS ARE THE NEW BATTLEGROUND. With network coverage, handsets, and price plans becoming less important as differentiators, customer-centricity is the new mantra for survival, growth, and profitability.

MARKET LEADERS ARE CREATING MULTICHANNEL CUSTOMER INTERACTION

HUBS. While the state of customer service continues to be dismal in the industry (in a recent benchmarking study, 40% of North American telecom companies did not even respond to emails with high-value purchase intent and only 9% replied with accurate answers*), leading businesses are winning in the marketplace by maximizing the value of interactions for both customers and themselves through innovative customer service technologies. These market leaders have taken the logical next step in customer service transformation—consolidating and evolving their contact centers and help desks into a multichannel customer interaction hub (CIH).



* State of eService Benchmarking Series™ study conducted by BenchmarkPortal, sponsored by eGain, 2005

eGain CIH powers key business imperatives



- » 38% reduction in handset exchanges in the first six months
- » 30% improvement in accuracy of questioning
- » 23% improvement in call quality
- » 19% increase in first call resolution

LEADING GLOBAL TELECOMMUNICATIONS COMPANY

- » Savings of approximately £1m (\$1.5M) per month in staff support costs
- » Number of first-time fixes increased from 66% to 84%
- » Number of escalations decreased from 34% to 16%

MAJOR GLOBAL MOBILE TELECOMMUNICATIONS COMPANY

- » First-time resolution rate improved to 98%
- » 33% reduction in agent training time
- » 35% reduction in email processing time



Corporate goals	Reduce subscriber churn	Service organization goals	Improve subscriber options and quality
	Improve ARPU		Enable contextual selling, cross-sell, and upsell
	Improve operating margins		Enhance agent productivity and automate service and fulfillment processes
	Manage business consolidation		Consolidate contact centers—customer information, content, infrastructure, agents
	Improve global operations		Offer multilingual service through consolidated infrastructure

eGain's customer service software enables corporate and service organization goals

Reduce subscriber churn

- ▶ Provide a range of flexible interaction options for subscribers:
 - › Agent-assisted electronic channels such as email, chat, and cobrowse
 - › Next-generation personalized self-service options such as dynamically updated FAQ lists, search, guided help, and virtual agent chat that dramatically improve self-service adoption
- ▶ Empower customers and agents with complete product and transaction information as well as a range of resolution tools at every contact point
- ▶ Enforce service levels within and across interaction channels and collaborating teams through robust workflow automation

Increase ARPU

- ▶ Help customers select products and services or enable agents to do it for them through a range of information access methods including interactive guided help
- ▶ Set up intelligent cross-sell and upsell at all contact points

Improve operating margins

- ▶ Streamline and standardize service resolution and fulfillment processes within and across channels and departments to squeeze out inefficiencies
- ▶ Improve first-contact resolution by intelligent routing and by empowering agents, subscribers, and B2B customers with adaptive access to knowledge
- ▶ Make every agent your best agent by capturing best practices of expert agents in the knowledge base for the rest of the team, including novice, outsourced, or seasonal agents; this also reduces the overall need for training
- ▶ Reduce unwarranted product returns, material procurement, and field visits by empowering contact center and helpdesk staff with problem resolution knowledge and tools and best-practice interactions
- ▶ Enable seamless collaboration across agents, departments, and organizations including remote and outsourced contact centers
- ▶ Leverage self-service and other less expensive web-based channels to drive down interaction costs



- » 10% call deflection to web self-service
- » More effective cross-sell and upsell
- » Savings due to consolidation of knowledge across four centers into a single knowledge base for customer service in English and French, used by both agents and customers

Manage business consolidation

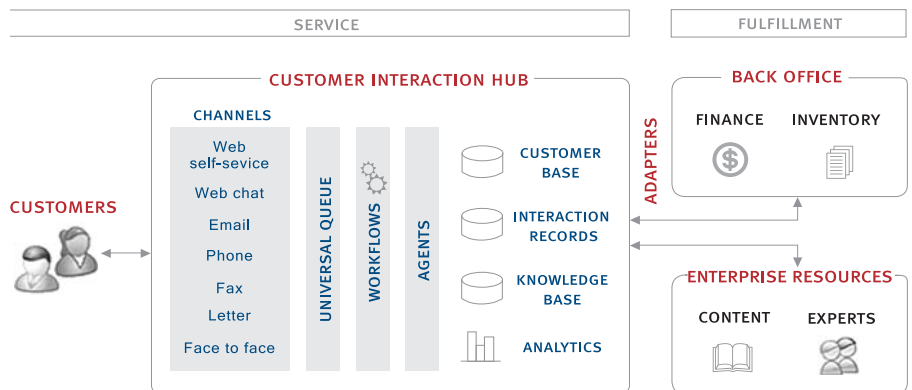
- ▶ Consolidate contact centers, processes, best practices, customer service information, and knowledge content during mergers and acquisitions, while continuing to provide high-quality service
- ▶ Leverage existing telephony, content, and data systems through an open architecture, out-of-the-box integrations, and a broad array of integration options

Improve and scale global operations

- ▶ Use the same interaction infrastructure and best practices across geographies
- ▶ Use a reliable and scalable system that has proved itself in large, mission-critical deployments
- ▶ Provide multilingual service from the same installation, reducing application cost of ownership

How does a CIH work?

A CIH creates a common pool of resources—people, process, and technology—for the various interaction channels that a business offers to its customers. In a CIH, all customer interactions (phone calls, emails, web chats, self-service sessions, onsite visits, etc) are handled with the same service delivery infrastructure which has common queues, standardized business processes, and consolidated customer and product information.



A CIH enables consistent, accurate, and complete multichannel interactions

Not only does a CIH enhance the quality of customer interactions and the overall customer experience, but it also enables the addition of new interaction channels, end-to-end service effectiveness and efficiencies, service consistency, and cost reduction in terms of both application cost of ownership and service delivery.

“GAIN KNOWLEDGE HAS PROVED TO BE THE SINGLE LARGEST CONTRIBUTOR TO THE OPERATIONAL EFFICIENCY THAT WE HAVE ACHIEVED IN OUR CONTACT CENTERS. THIS SOLUTION COULD BE APPLIED TO JUST ABOUT EVERY ASPECT OF OUR BUSINESS—FROM SERVICE TO EVEN SALES AND OTHER BUSINESS FUNCTIONS THROUGH OUR INTRANET.”

Mike Costello
VP of partnering and process improvement

CUSTOMER SERVICE EXCELLENCE

eGain customers in the communications sector are frequently recognized for their service excellence. Recent awards include:

- » *InfoWorld* Top 100 IT Projects of 2005
- » CRM Excellence Award 2004 from *Customer Inter@ction Solutions*



“EGAIN’S PROFESSIONAL SERVICES ORGANIZATION DEMONSTRATED DEEP KNOWLEDGE ABOUT CUSTOMER SERVICE PROCESSES AS THEY APPLY TO THE TELECOM INDUSTRY.”

Ginger Carson
Group leader
Contact center knowledge management



Why eGain for the communications sector?

- ▶ Trusted by the world’s leading communications companies for cross-channel, cross-lifecycle support to consumer subscribers and B2B customers—from product selection to post-sales service.
- ▶ Long tradition of innovation in customer interaction and knowledge management software with more than a decade of experience in serving the communications sector; deep domain expertise in processes, best practices, and industry regulations.

“EGAIN COMMUNICATIONS WAS CHOSEN PRIMARILY BECAUSE OF ITS UNRIVALLED EXPERIENCE IN DEPLOYING KNOWLEDGE MANAGEMENT SOLUTIONS WITHIN THE TELECOM MARKETPLACE.”

Andrew Ralston
Customer relationship director



- ▶ Rated as the #1 software in customer service management:



- › eGain Service 7 was rated a leader in “current offering” in the *Forrester Wave for eService* (2005).



- › eGain Service 7 received #1 rating in overall capabilities as well as in the knowledge management, architecture, and analytics categories in the Patricia Seybold Group’s Bull’s Eye reports on cross-channel, cross-lifecycle customer service (2005).

Industry’s broadest and deepest suite of applications for web self-service, email management, chat and cobrowse, case management, fax integration, call tracking, and contact center knowledge management.

- ▶ Flexible no-risk deployment options: in-house implementation, subscription-based hosted application delivery, and hosted application management services; seamless transition of hosted deployments to in-house implementations and vice-versa.

eGain | *Trusted by Leaders*[™]
CUSTOMER SERVICE AND CONTACT CENTER SOFTWARE

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