

eGain® IVR™



Intelligent and Unified Voice Self-Service

Interactive Voice Response (IVR) systems are notorious for frustrating users with inadequate content and the “IVR black hole” syndrome, where the user is trapped in a self-service maze. But the phone continues to be the channel of choice for many customers because of its ubiquitous access. With eGain® IVR™, you can offer phone self-service that is intelligent, unified, and customer-centric, yet cost-effective.

Benefits

End-User

- ▶ Get accurate, quick answers to a wider range of queries through IVR
- ▶ Escalate easily to other channels such as phone, email, and web self-service
- ▶ Pause and resume conversations across channels with Process Continuity Bookmarks™
- ▶ Get consistent answers across channels

Business

- ▶ Get past “me too” customer service by delivering innovative and memorable IVR experiences
- ▶ Improve first-call resolution rates for IVR
- ▶ Foster phone self-service adoption
- ▶ Automate resolution for broader range of inquiry types
- ▶ Preserve complete cross-channel history of customer interactions
- ▶ Get Integrated reports for voice and web self-service
- ▶ Speed time to benefit through out-of-the-box best-practice interaction templates and workflows
- ▶ Reduce the total cost of ownership (TCO) of multichannel self-service with single-source configuration across web and voice self-service
- ▶ Reduce the need to program and reprogram the IVR by leveraging web self-service processes

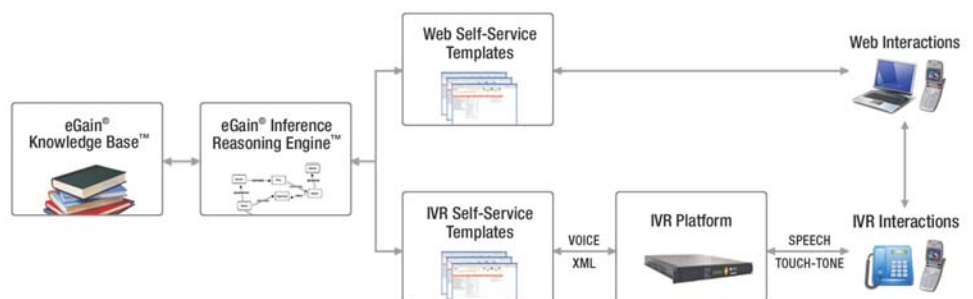
eGain IVR is a first-of-its-kind voice self-service solution that enables superior phone self-service experiences by adding human-like intelligence to IVR and unifying it with other interaction channels, including web self-service. Unlike traditional voice self-service solutions, it offers intelligent dialogs driven by eGain’s patented case-based reasoning (CBR) technology and seamless movement across channels. The solution is an integral part of eGain’s suite for multichannel customer service, eGain Service™, and reduces the total cost of ownership (TCO) of multichannel self-service and customer service operational costs, while enabling end-customers to accomplish more through IVR.

eGain IVR comes in two flavors:

- ▶ **eGain IVR (Standard)** helps handle informational and transactional customer service queries, using the capabilities of the eGain CIH platform, such as the common multichannel knowledge base, interaction records, customer database, and integration with backend systems.
- ▶ **eGain IVR (Advanced)**, in addition to the standard solution, includes the Guided Help module, which uses the patented CBR technology of eGain Inference® Reasoning Engine. By enabling interactive dialogs that simulate customer conversations with expert agents, the module allows businesses to offer self-service for complex interactions that would usually need the intervention of experts. Examples of these interactions include troubleshooting, offering expert advice, and cross-selling and upselling within the context of service.

How does it work

eGain IVR represents a significant advance in voice self-service and its integration with other communication channels. It uses a Voice XML-enabled IVR platform to support text or speech IVR interactions with interactive dialogs powered by the eGain Inference Reasoning Engine and solutions from the eGain Knowledge Base. If a business has already implemented an eGain SelfService solution for the web, it can simply extend the interactive process and knowledge base content to the IVR for rapid time to benefit and reduced TCO.





Investing in any eGain Service product also means acquiring the industry's leading platform for multichannel customer interaction hubs, where you can simply plug in additional interaction channels onto a common foundation. eGain Service, the industry's top-rated customer service suite, helps organizations transform their traditional call centers into multichannel customer interaction hubs (CIH).

A CIH helps you to:

- ▶ Establish and extend competitive advantage, based on superior customer experience.
- ▶ 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 multi-stage service interactions across channels, systems, people, and organizations.

The suite is available for in-house, on-demand hosted, or managed service deployment.

By applying web self-service best practices such as seamless escalation, unified cross-channel content, and CBR-guided interactions to IVR, it redefines phone self-service and increases customer adoption of the channel.

IVR that is as smart as your best agents

eGain IVR uses CBR technology to capture agent expertise in the knowledge base (KB) and prompt customers with appropriate questions in a way that the best agents would, until an answer or the “next best step” is found. Interactions are flexible and efficient, avoiding the rigid and long paths that are so common in traditional IVR scripts.

- ▶ Simulate the intelligence of your best agents and subject matter experts to efficiently guide the customer to an answer or resolution.
- ▶ Power self-service interactions with the same content and information that agents use.
- ▶ Offer consistent experiences across self-service and agent-assisted service.
- ▶ Offer a rich interactive dialog that is as powerful as and always consistent with your web self-service.

IVR that is unified with other channels

Today's multichannel customers expect you to recognize them at every touch point, remember past interactions and want to quickly complete transactions in the channel of their choice. The eGain Customer Interaction Hub Platform provides all channels, including IVR, with a complete view of the customer and all past interactions as well as a common KB.

- ▶ Avoid the need to make customers repeat information they have already shared with you.
- ▶ Allow IVR users to access the same information and complete the same transactions that they would be able to accomplish through other channels.
- ▶ Offer context-aware escalation to multiple channels, including live agent channels such as phone and chat, and asynchronous agent channels such as email.
- ▶ Easily tune and change content and processes across the IVR and other channels with the Author Once™ knowledge base capability.
- ▶ Manage performance with powerful multichannel reports across IVR and other channels.

Rapid time to benefit and low TCO

Unified interaction logic and content reduce the setup cost and time associated with IVR and other channels. The reuse of resources across web and IVR self-service also reduces the complexity of programming and reprogramming the IVR as business processes change.

- ▶ Easily manage interactive responses in one place for both web and voice self-service.
- ▶ Respond to business process changes as quickly through IVR as you do with web self-service.
- ▶ Reduce costs with single-sourced processes and responses.

Flexible deployment options

eGain IVR can be deployed as an on-site, on-demand, or managed solution. If needed, it can be integrated with existing IVR systems that support Voice XML.