



Deliver memorable experiences at every customer touch point with a unified, multichannel customer interaction hub

Products have become commodities. **CUSTOMERS WANT CHOICE**. In today's hypercompetitive business environment, customer interactions are the new battleground, and **DELIVERING MEMORABLE CUSTOMER EXPERIENCES** has become **AN IMPERATIVE** as well as **AN OPPORTUNITY**. Leading companies have started to **TRANSFORM** their traditional call centers, help desks, and web customer service operations into **CUSTOMER INTERACTION HUBS** that effectively and efficiently enable dramatically improved customer experience.

### A customer interaction hub (CIH) helps you to:

- ▶ 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 multi-stage service interactions across channels, systems, people, and organizations.

**EGAIN SERVICE** is the industry's only unified customer service and knowledge management software suite. Rated #1 by analysts and trusted by leading companies worldwide, it helps businesses engage, acquire, and serve customers, delivering memorable experiences at every touch point. Modular, best-of-breed applications—built on a one-of-a-kind customer interaction hub platform, **EGAIN® OPENCIH™ PLATFORM**—combine 360-degree customer context, intelligent process guidance, and actionable knowledge to optimize every customer interaction. Moreover, the web-services-based architecture of the platform enables rapid innovation and extension of customer service capabilities.

eGain Service has a decade-long track record of successful on-premise and on-demand deployments, and is the industry's first-ever on-demand application software for the enterprise. Available in multiple languages, the eGain Service suite consists of:

- ▶ **EGAIN® WEB CUSTOMER EXPERIENCE SUITE™**, which offers the broadest range of innovative, easy-to-deploy applications to deliver memorable experiences to web site visitors as they use the web for research, purchase, or support. The suite includes best-in-class applications for multimodal web self-service through chatbots, dynamic FAQs, browse, search, and guided help, and agent-assisted customer service applications including chat, click-to-call, and fail-safe web collaboration.
- ▶ **EGAIN® UNIFIED CONTACT CENTER SUITE™**, which offers modular, best-of-breed applications to efficiently manage phone, email, and paper interactions. Every agent response—be it over email, chat, or phone—is enabled by a 360-degree view of the customer, intelligent process guidance, and actionable knowledge maintained in the eGain OpenCIH platform.
- ▶ **EGAIN® OPENCIH™ PLATFORM**, a common platform for managing service processes and knowledge across multiple channels, contact centers, and departments.
- ▶ **EGAIN® ADAPTERS™**, which provide certified integrations with leading business, call center, content, and email systems.
- ▶ **EGAIN® WEB SERVICES API™**, which enables customer and partner innovation by customizing, extending, and leveraging eGain OpenCIH™ Platform capabilities
- ▶ **EGAIN® EXCHANGE™**, a portal to help eGain customers get more out of their eGain Service systems by downloading new interaction widgets, templates, and best practices.



The more varied your interaction options, the more important it is to support them with the same information, best practices, and metrics. At the heart of every successful multichannel customer interaction hub is common infrastructure that is open, robust, and designed for growth. This infrastructure lets you present a single face to your customers and to recognize and know them at every contact point.

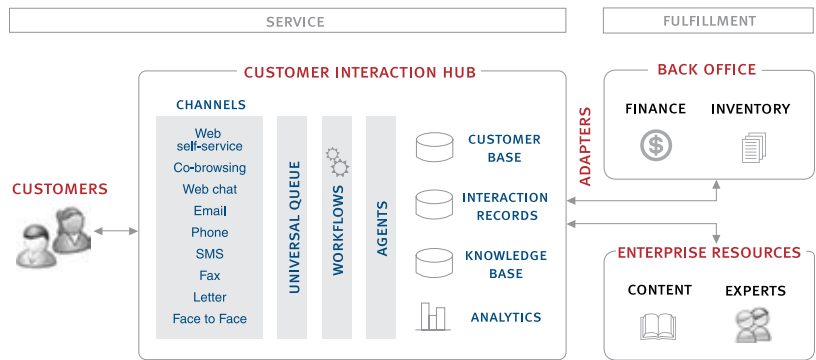
Multiple interaction channels can be set up easily and managed well if they are built on a common platform and share:

- ▶ One knowledge base
- ▶ One customer base
- ▶ One set of interaction records
- ▶ One set of workflows and queues
- ▶ One set of analytics tools

## What is a CIH?

Based on **POWER OF ONE™**, the concept of **ONE UNIFIED PLATFORM FOR MULTICHANNEL CUSTOMER INTERACTION AND KNOWLEDGE MANAGEMENT**, an eGain-powered CIH enables dramatically improved customer experience, end-to-end service process efficiencies, increased sales, and enhanced contact center performance with the following capabilities:

- ▶ **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 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



*A multichannel customer interaction hub*

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.

- ▶ **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.
- ▶ **Common user and system administration:** Managing 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, and a published web services API.

## Benefits

- ▶ Get past “me too” customer service by delivering innovative and memorable experiences across channels
- ▶ Resolve customer issues the first time, creating higher customer satisfaction and loyalty
- ▶ Improve web self-service adoption across all user types and boost online conversion
- ▶ Improve revenue through upsell and cross-sell at the point of service
- ▶ Improve compliance and security in customer interactions
- ▶ Reduce unwarranted field visits, product returns, and associated costs
- ▶ Automate your business processes in order to increase efficiency
- ▶ Decrease agent training time
- ▶ Increase profits by minimizing expenses and retaining more customers
- ▶ Speed time to benefit through out-of-the-box best-practice user interface templates and workflows
- ▶ Preserve a complete history of your interactions with customers

## Key features

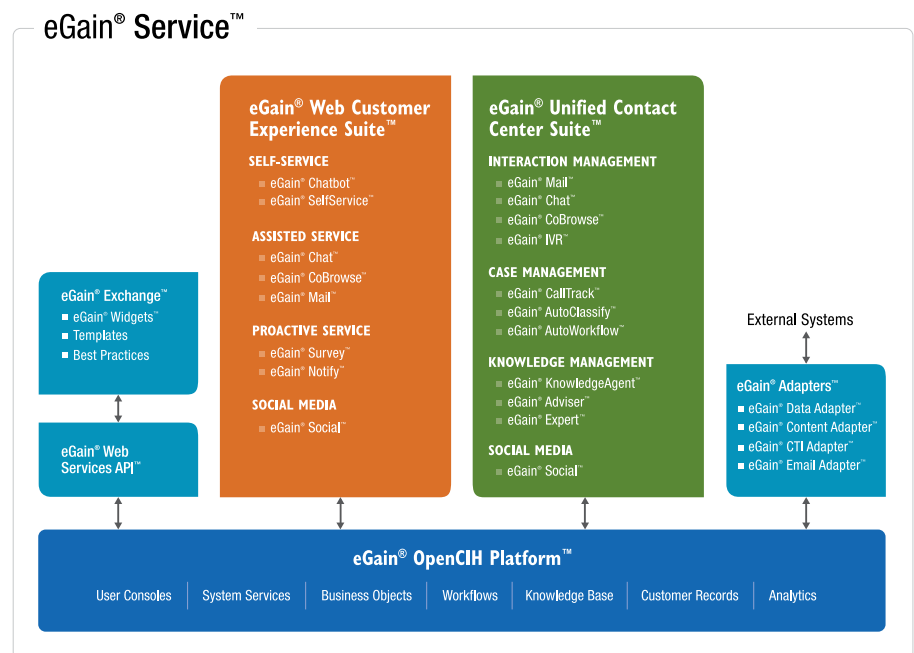
- ▶ Graphical workflows to easily route and track tasks
- ▶ Powerful service resolution capability to help agents resolve complex issues quickly
- ▶ Knowledge base, interaction records, users and user groups, reports, dashboards, and real-time monitors shared by products
- ▶ Custom-created activities and fields to match the needs of any business
- ▶ Pre-built adapters for easy access to information in external data and content sources and email systems
- ▶ Specialized consoles for agents, supervisors, managers, business analysts, knowledge authors, programmers, and administrators
- ▶ Mapping capability for users, team structures, and departments
- ▶ Reporting and tracking options, as well as real-time alarms and monitors

## What can you do with with an eGain Service CIH?

### Increase customer satisfaction with unified channel management and best-of-breed functionality across electronic channels and VoIP contact center infrastructure

Communication channels are proliferating and customers want to use more channels to interact with the business and often use multiple channels to even complete a single service interaction or transaction. They want the enterprise to remember the context and provide no-repeat, context-aware customer service. Businesses want a 360-degree view of customer interactions to provide efficient and effective customer service, and make intelligent customer management decisions. An eGain Service CIH:

- ▶ Goes beyond functional integration.
- ▶ Unifies routing, workflow, agent desktop, customer interaction repository, administration, content management, knowledge base access and analytics.
- ▶ Is the only solution in the industry to truly unify e-channel customer interactions with an industry-leading VoIP contact center suite.



*The eGain Service solution set*

Delight customers by using the CIH to:

- ▶ Allow them to specify channel preferences and manage their accounts.
- ▶ Enable them to subscribe to alerts.
- ▶ Empower them with consolidated account information and knowledge about your products.

### Deliver unique web customer experiences

As customers increasingly use the web to interact with the business, delivering unique and memorable web customer experiences has become an imperative and an opportunity. Leveraging innovative tools to engage, acquire, and service customers, while aligning the customer service experience with the brand, helps businesses win in the market. A CIH enables you to set up:

- ▶ Brand-aligned™ self-service that can easily be adapted to fit any web site look and feel.
- ▶ Intelligent, context-aware escalation to agent-assisted service.



Completely modular, eGain Service can be deployed one application at a time or all together. It can be deployed on-demand on eGain's hosted network, installed in-house to be managed remotely by us, or be completely set up and managed in-house.

Trusted by some of the world's most innovative companies, a CIH powered by eGain Service can enable all kinds of customer interaction initiatives. Our customers use it to:

- ▶ Provide agents with knowledge-based productivity tools
- ▶ Web-enable call centers by adding web-based interaction channels
- ▶ Improve or add to existing eService capabilities
- ▶ Link contact centers with back-office fulfillment systems
- ▶ Set up a next-generation customer interaction hub from scratch

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 CIH that generates strategic value for your business, email [info@egain.com](mailto:info@egain.com) or visit [www.egain.com](http://www.egain.com).

- ▶ Tools to engage, acquire, serve, and grow business with customers: One-to-one and one-to-many outbound communications, reactive and proactive chat, phone or chat-assisted assisted web collaboration, and click-to-call.

### Benefit from multidimensional knowledge management

“One size does not fit all”, when it comes to knowledge access for customer service. The same knowledge access method does not work for all users and customer queries. Novice users struggle with processing hundreds of search hits and may fare better with guided help, while savvy users may be more comfortable with processing search hits. Informational, transactional, diagnostic, and advice-seeking queries may require different access methods. Moreover, globalization is driving the need for multilingual customer service UIs and the ability to author knowledge once and leverage it quickly across languages and geographies.

- ▶ Supports the industry's broadest range of communication channels, access methods (dynamic FAQs, search, browse, guided help), interaction, resolution and content management processes, customer query types, content types, and languages.

### Do more with less

In an economic downturn, a CIH enables you to cost-effectively do more. Provide the multilingual “always-on” service that customers expect, the scalability that the extended contact centers of today require, and the easy monitoring and troubleshooting that IT demands.

- ▶ **Global large-scale deployments:** Multi-site, multilingual, multichannel, and multi-faceted interactions enabled by the same installation.
- ▶ **Service process management:** Robust workflows for service process management including fail-safe compliance with regulations, organizational best practices and promised SLAs.
- ▶ **Leveraging existing data and content assets:** Two-way integration with back-office systems through a variety of interface mechanisms to provide agents and customers with all the information they need to access through a simple point-and-click user interface.

### Web-services based customer service innovation platform

Businesses are feeling the need to innovate and differentiate through customer service, and gain competitive advantage through innovation velocity and intelligent process automation.

- ▶ **eGain OpenCIH:** An open web services API that enables customer and partner innovation by customizing, extending, and leveraging eGain capabilities from within or outside eGain; first of its kind in the industry to enable a whole ecosystem of agile, innovative solutions built by partners and end-customers.
- ▶ **Active Objects:** Unique end-to-end process automation model using business-friendly building blocks for collaboration, content, logic, and reasoning.
- ▶ **Powered by Inference:** Decision support capability that can be applied across the entire platform (all interaction channels and processes).

### Benefit from domain expertise

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 under their belts, our consultants will help translate your strategic service initiatives through a phased process of pilot, prove, scale, measure, and improve.