

# eGain®

Design and deliver memorable customer journeys with a knowledge-powered omnichannel customer engagement hub



The world has gone **OMNICHANNEL**. Your customers want **CHOICE, BUT ALSO EASE OF USE**. They want to be able to call, email, chat, cobrowse, find answers on their own, and even interact in social spaces—all without much effort. As for you, in today’s hypercompetitive environment, customer engagement is the only sustainable differentiator. **DELIVERING EASY CUSTOMER JOURNEYS** is, therefore, both **AN IMPERATIVE** as well as **AN OPPORTUNITY**. That is the reason why leading companies have started to **TRANSFORM** their siloed sales and service operations into **CUSTOMER ENGAGEMENT HUBS** that enable better customer journeys.

**EGAIN** is the industry’s only unified customer engagement and knowledge management software suite. Rated #1 by analysts and trusted by leading companies worldwide, eGain helps businesses engage, acquire, and serve customers by delivering easy customer journeys. Modular, best-of-breed applications—built on a one-of-a-kind customer engagement hub platform, **EGAIN® OPENCEH™ PLATFORM**—combine 360-degree customer context, intelligent process guidance, and actionable knowledge to enhance every customer interaction. Moreover, the web-services-based architecture of the platform enables rapid innovation and extension of customer engagement capabilities.

**6** eGain continues to be the WCS [Web Customer Service] vendor with the most complete offering on the market. **9**

Gartner Magic Quadrant for Web Customer Service



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

- ▶ **MOBILE APPLICATIONS** to make mobile engagement easy through existing or new phone and tablet apps on the Android and iOS platforms. Capabilities include mobile virtual assistant, offers, chat, click-to-call, cobrowsing, self-service, and notifications.

## The CEH Advantage

- ▶ Woo, wow, and keep customers by making it easy for them to do business with you.
- ▶ Establish and extend competitive advantage by offering better customer experiences.
- ▶ Dramatically reduce interaction costs and increase sales.
- ▶ Deploy new interaction channels at very little cost.
- ▶ Maximize contact center productivity, service consistency, sales conversion, and self-service adoption.

# the power of ONE

The more varied your engagement options, the more important it is to support them with the same information, best practices, and metrics. At the heart of every successful omnichannel customer engagement 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.

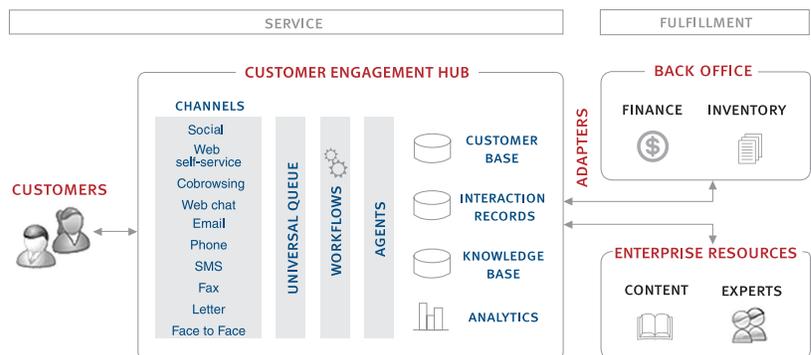
Multiple engagement channels can be set up easily and managed well if they are built on a common platform and share:

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

- ▶ **SOCIAL APPLICATIONS** for social customer engagement, knowledge harvesting, reputation management, and community management—all integrated with other interaction channels.
- ▶ **WEB APPLICATIONS** to make things easy for website visitors. Included are apps for web self-service through chatbots, dynamic FAQs, browse, search, and guided help, as well as apps for agent-assisted customer engagement through chat (text and video), click-to-call, cobrowsing, and email. This set also features an app to make personalized offers.
- ▶ **DESKTOP APPLICATIONS** to help agents manage email, chat, cobrowsing, phone, and social interactions. Also included are apps for case management and agent knowledge bases. Agents get a 360-degree view of the customer, intelligent process guidance, and actionable knowledge across traditional and social channels.
- ▶ **MANAGEMENT APPLICATIONS** to provide the insight and capabilities needed to drive smarter contact center operations.
- ▶ **MESSAGING APPLICATIONS** include a flexible app for managing and delivering multichannel notifications at all stages of the customer journey. Also featured is an app that offers secure messaging.
- ▶ **EGAIN OPENCEH™ 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, email, and social media software.
- ▶ **EGAIN WIDGETS™ (Mobile and Web)**, which are powerful, lightweight mini-applications that enable “always-on” access to the interaction capabilities and vital business information and content in your eGain deployment.

## What is a CEH?

Based on **THE POWER OF ONE™**, the concept of **ONE UNIFIED PLATFORM FOR OMNICHANNEL CUSTOMER ENGAGEMENT AND KNOWLEDGE MANAGEMENT**, an eGain CEH enables dramatically improved customer experience, end-to-end engagement efficiencies, increased sales, and enhanced contact center performance with the following capabilities:



*An omnichannel customer engagement hub*

- ▶ **Cross-channel case management and interaction tracking:** eGain provides a complete view of omnichannel 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 CEH is a common knowledge base. With centralized content and adapters for

## Benefits

- ▶ Get past “me too” 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 targeted offers.
- ▶ 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 improving sales conversion.
- ▶ 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.
- ▶ Leverage 360-degree insight to improve customer experience, sales, and service.

## Key Features

- ▶ Graphical workflows to easily route and track tasks.
- ▶ Rule-based configuration of content and sales offers.
- ▶ Powerful service resolution capability to help agents resolve complex issues.
- ▶ 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, social media managers, supervisors, managers, business analysts, knowledge authors, and administrators.
- ▶ Reporting and tracking options, as well as real-time alarms and monitors.
- ▶ Slice and dice analytics for sales and service.

integrated access to content in existing repositories, eGain ensures that customers receive the same offers and 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 automatically generate content management tasks and workflows.

- ▶ **Centralized business rules and workflow:** Customers want consistent experience across channels. For instance, a platinum customer will want the best service level regardless of the channel—email, chat, or the phone. With eGain, 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 provides centralized administration of business and system resources.
- ▶ **Omnichannel analytics:** Optimizing omnichannel customer engagement is difficult if analytics are channel-specific and siloed. eGain provides integrated customer journey analytics.
- ▶ **Easy integration with other enterprise systems:** eGain makes it easy to extend the CEH 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.

## What can you do with an eGain CEH?

### Increase customer satisfaction with unified channel management and best-of-breed functionality

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 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 engagement. An eGain CEH unifies routing, workflow, agent desktop, customer interaction repository, administration, content management, knowledge base access and analytics. In fact, it is the only solution in the industry to truly unify e-channel customer interactions with an industry-leading VoIP contact center suite.

Delight customers by using the CEH 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, social, and mobile customer journeys

With customers increasingly using the web, social networks, and mobile devices to interact with businesses, deliver unique and memorable customer experiences through these channels. Leveraging innovative tools to engage, acquire, and service customers, while aligning the customer experience with the brand, helps businesses win in the market. A CEH enables you to set up:

- ▶ Brand-aligned™ self-service that can easily be adapted to fit any website look and feel and leading mobile device interfaces.



Completely modular, eGain can be deployed one application at a time or all together. Trusted by some of the world's most innovative companies, an eGain CEH 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
- ▶ Mobile-enable call centers with mobile widgets
- ▶ Improve or add to existing e-service capabilities
- ▶ Deploy social interaction channels
- ▶ Link contact centers with back-office fulfillment systems
- ▶ Set up a next-generation customer engagement hub from scratch

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To qualify for a free assessment of your customer engagement operations and to learn how to transform them into a CEH that generates strategic value for your business, email [info@egain.com](mailto:info@egain.com) or visit [www.egain.com](http://www.egain.com).

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**eGain**<sup>®</sup>

- ▶ Intelligent, context-aware escalation to agent-assisted service.
- ▶ Tools to engage, acquire, serve, and grow business with customers: One-to-one and one-to-many outbound communications, reactive and proactive chat, video chat, phone- or chat-assisted cobrowsing, click-to-call, and social media interactions.

### Benefit from multidimensional knowledge management

“One size does not fit all”, when it comes to knowledge access for customer engagement. 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 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

An eGain CEH enables you to do much more with much less. 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, omnichannel, and multi-faceted interactions enabled by the same installation.
- ▶ **Contact center management:** Monitor, measure, and easily fix your contact center operations.
- ▶ **Service process management:** Robust workflows for customer process management including fail-safe compliance with regulations, best practices, and promised SLAs.
- ▶ **Leveraging existing data and content assets:** Two-way integration with back-office business and content management 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 engagement platform

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

- ▶ **eGain OpenCEH:** 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:** Inferencing and decision support capability that can be applied across the entire platform (all interaction channels and processes).

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