Customer Engagement in a Digital World

easy with eGain

Karthik Babu |
Director World Wide Enablement, APJC Channels

Friday, 13 May 16

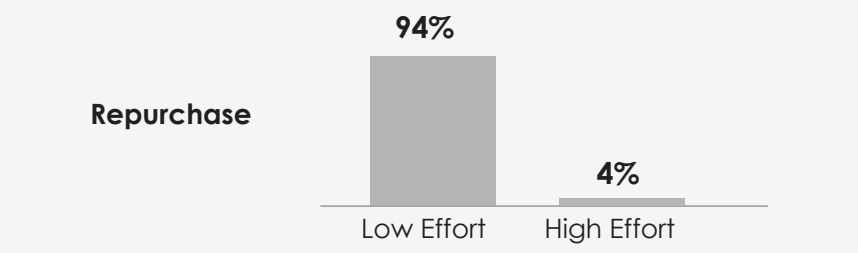
How Industry Giants Transform Customer Service with Guided Knowledge

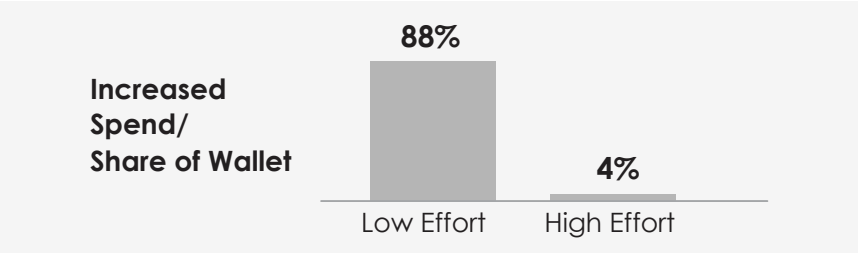
THE CHALLENGE

By 2016, 89% of companies will believe that customer experience will be their primary basis for competition, versus 36% in 2012

— Gartner, 2014

The business case for easy





Source: CEB analysis

CEB

FORRESTER®

RESEARCH

MARCH 2015 SURVEY OF **5000 US CONSUMERS**

Allowed to pick up to two options, consumers cited the following three as **the biggest pain points in getting customer service**

31% CANNOT FIND ANSWER ON WEBSITE

34% CUSTOMER SERVICE AGENTS DON'T KNOW THE ANSWER

41% DIFFERENT CUSTOMER SERVICE AGENTS GIVE DIFFERENT ANSWERS

Younger consumers are less forgiving of agents that are not knowledgeable

Consumers that did not find agents to be knowledgeable

40% of Gen Y consumers

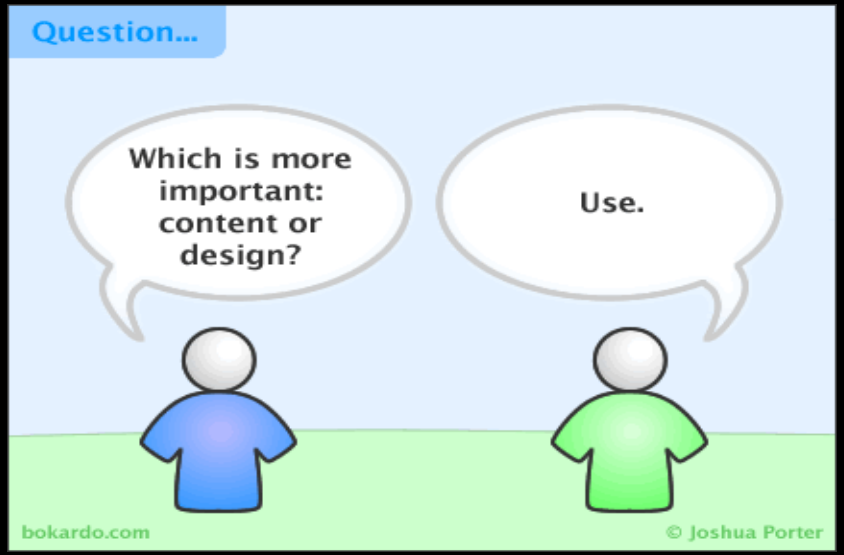
23% of senior consumers

Consumers who found issues other than knowledge as the main roadblock

9% of Gen Y consumers

35% of senior consumers

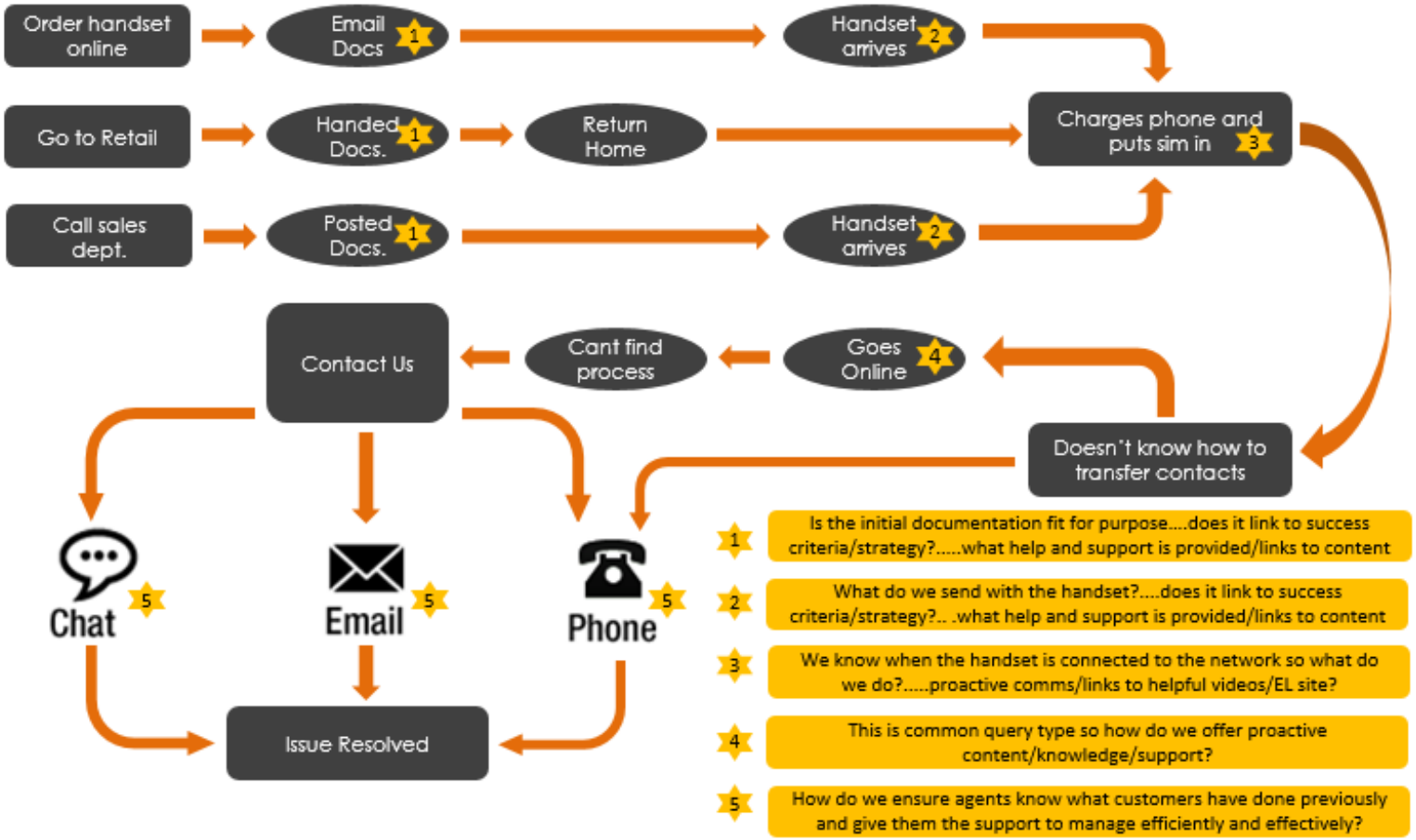
What is knowledge?



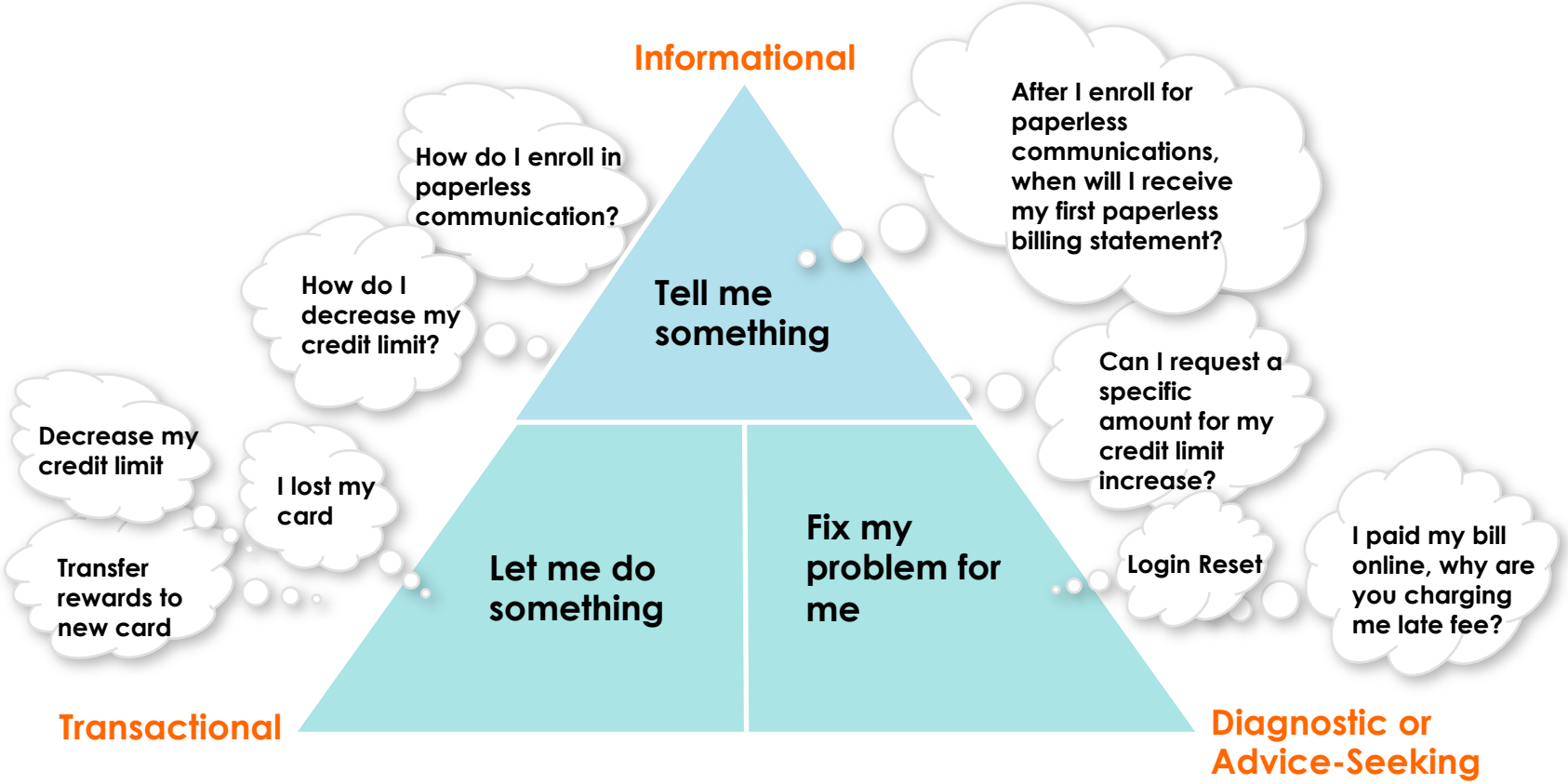
Getting information off the Internet is like taking a drink from a fire hydrant.

Mitchell Kapor

Knowledge in the customer journey



TYPES OF CUSTOMER QUERIES



Knowledge management transforms customer service

- Guided
- Federated
- Proactive
- Social
- Personalized
- Measured

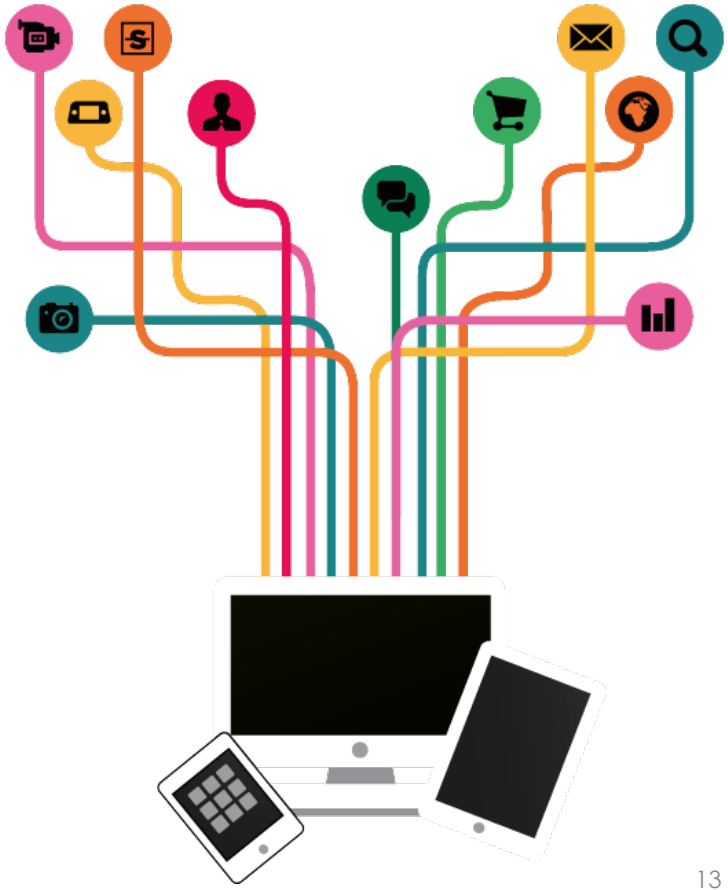
ABOUT EGAIN

What we do

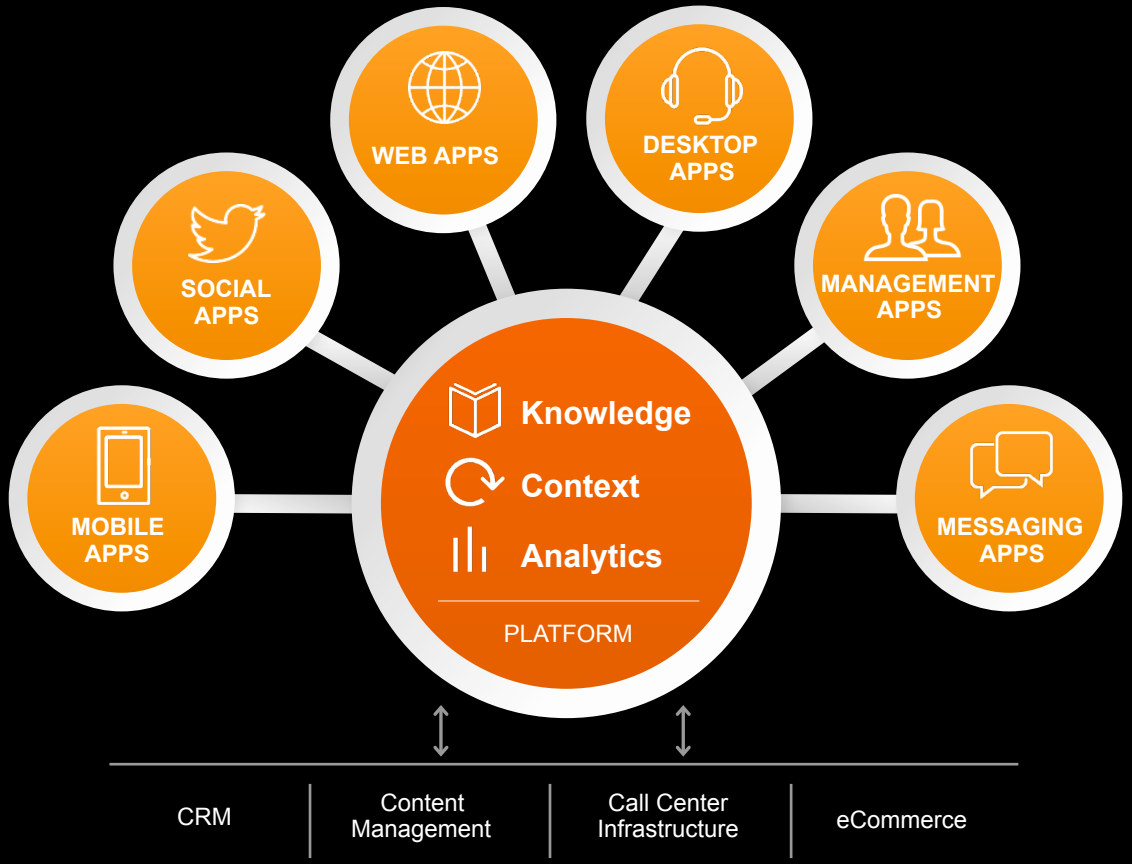
- **Omnichannel customer engagement hubs in the cloud**
  - Interactive sales and service
  - Knowledge management
  - Contact center resource management
  - Journey and performance analytics

Who we are

- **Founded in 1997**
- HQ in Sunnyvale, CA, USA
  - Offices in EMEA and APAC



EGAIN CUSTOMER ENGAGEMENT HUB



Digital First

Proactive Offers

Guided Knowledge

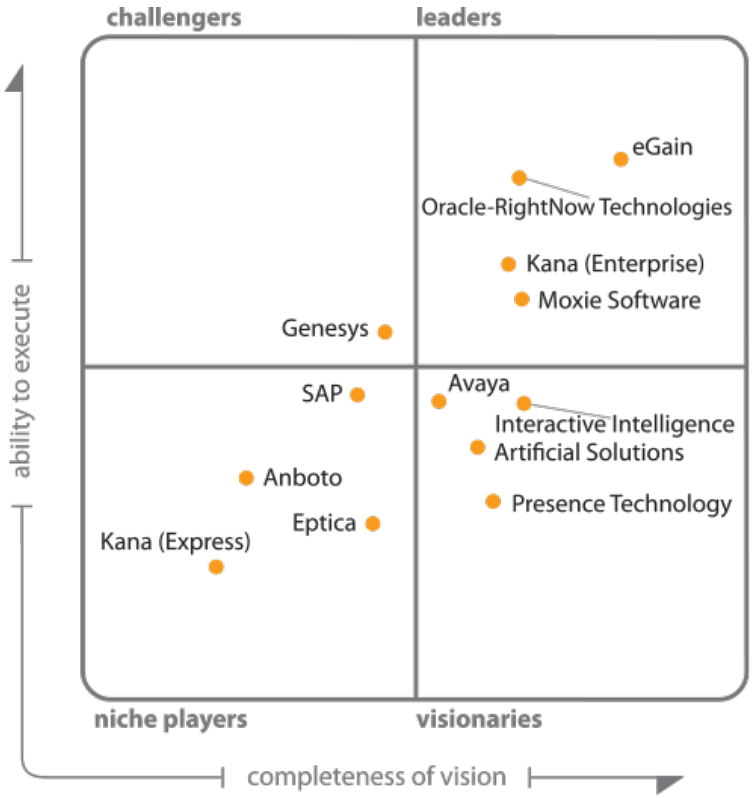
Intelligent Personalization

GARTNER MQ LEADERS 5 TIMES IN A ROW

"**eGain** continues to be the Web Customer Service vendor with **the most complete offering** on the market."

"The **eGain knowledgebase** is the **best** among all the providers evaluated."

Gartner



As of February 2013

RATED #1 in KM PRODUCT AND VALUE

Source: Vendor Landscape - Customer Service Knowledge Management Suites Info-Tech Research Group

February, 2016

eGain featured for the tenth year in KMWorld's "100 Companies That Matter in Knowledge Management" list

---

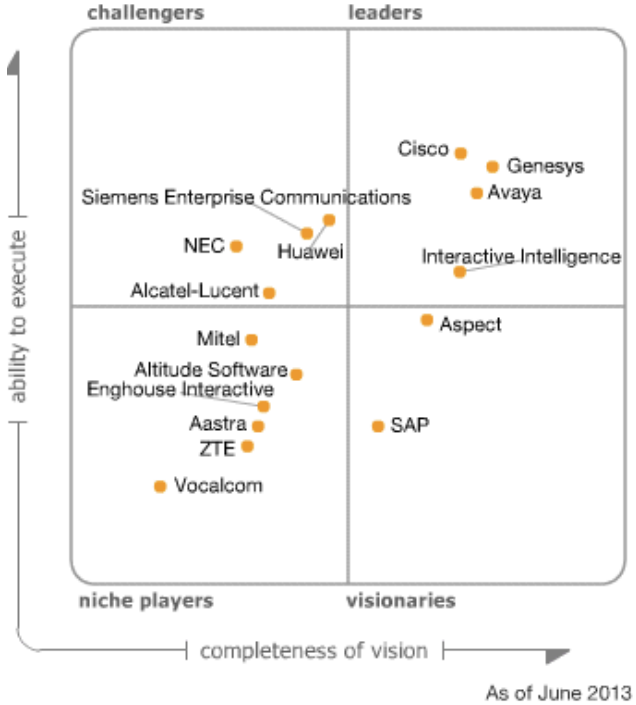
September, 2015

Trend-Setting Product of 2015: eGain Knowledge™

ABOUT CISCO AND EGAIN

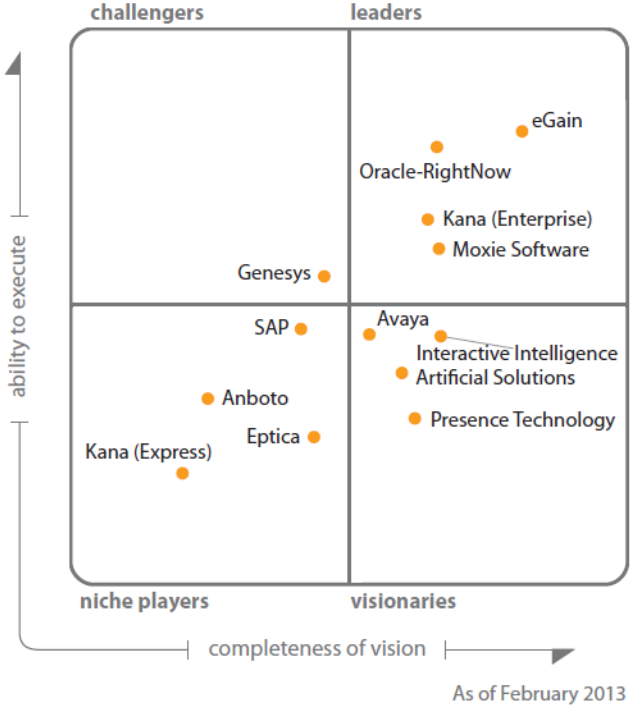
Partners Since 2006

Contact Center Infrastructure



- Web 2.0 Desktop
- Unified Media Routing
- Unified Customer History
- Common Knowledge Base
- Unified Reporting
- Unified Analytics

CRM Web Customer Service Apps



THANK YOU