

# eGain® Adviser™

Guide customer interactions with interactive business processes to improve customer satisfaction, ensure compliance, and increase revenue

Customer interactions come in all shapes and sizes. With eGain Adviser, your agents are equipped to make the most of each interaction.



## Benefits

- ▶ Improve customer satisfaction by guiding agents through complex processes
- ▶ Ensure compliance with internal procedures and external regulations
- ▶ Help agents upsell and cross-sell during service interactions

## eGain Service software suite

eGain Service, the industry's top-rated\* customer service suite, helps organizations transform their traditional call centers into multichannel customer interaction hubs. It is available for both on-premise and on-demand hosted deployment.

\* The Forrester Wave™: eService, Q1 2005, March 2005; PSGroup Bull's Eye: Cross-Channel, Cross-Lifecycle Customer Service, April 2005

**EGAIN ADVISER** is a process support tool that ensures rich and compliant interactions with customers by guiding agents with information and reminders at various points of the interaction. It is one of the many innovative customer interaction products in **EGAIN SERVICE**®, the industry's top-rated\* customer service suite, which helps businesses transform their traditional call centers into multichannel customer interaction hubs.

## Improve customer satisfaction by guiding agents through complex processes

Access to the right information at the right point is the secret to providing high quality service. Designed to help innovative, customer-centric organizations provide standard-setting customer interactions, eGain Adviser is an agent's best friend.

There is only so much that an agent can learn or remember to use while serving customers. Queries come in all shapes and sizes—eGain Adviser gives your agents the confidence to handle the most complex of queries.

- ▶ At every stage of the interaction, agents are provided links to related information, preparing them for any turn that the interaction might take.
- ▶ First call resolution rates improve significantly.

## Ensure compliance with internal procedures and external regulations

An interactive tool is the best way to ensure compliance in complex interactions. With eGain Adviser, agents are always aware of procedural and regulatory requirements

- ▶ At every stage of the interaction, agents are asked to complete any “required” steps.
- ▶ Businesses not only meet compliance requirements but also provide more useful and complete interactions.

eGain Adviser is used by businesses in financial services and communications industries, for instance, to ensure compliance in tasks such as opening accounts and switching providers.

## Help agents upsell and cross-sell during service interactions

eGain Adviser is an invaluable tool for upsell and cross-sell.

- ▶ At every stage of the interaction, agents are provided reminders about related products along with links to more information.