

# eGain® Campaign™

Deliver rich, personalized content to your customers through proactive email campaigns



## The 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. Available for in-house or on-demand hosted deployment, the suite includes:

- ▶ Integrated, best-in-class applications for:
  - › Web self-service
  - › Email, fax, and letter management
  - › Web chat and cobrowsing
  - › Call tracking
  - › Knowledge management
- ▶ A scalable next-generation platform designed for managing service processes across multiple channels, contact centers, and departments
- ▶ Certified integrations with leading call center, content, and business systems

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

**EGAIN CAMPAIGN**, is an outbound email management solution that helps companies carry out email-based customer service and marketing campaigns. It is one of the many innovative customer interaction applications in **EGAIN SERVICE**™, the industry's top-rated\* customer service suite, which helps businesses transform their traditional call centers into multichannel customer interaction hubs.

eGain Campaign offers comprehensive tools for planning, targeting, and executing high-volume customer service and direct marketing programs. It will enable you to proactively communicate with your customers through basic newsletters, service alerts, surveys, event notifications, special offers, and cross-selling campaigns. This results in healthy, profitable, long-term relationships with your customers.

## Target the right person

Determining who to communicate with, what to communicate, and when to communicate is the key to effective email marketing. eGain Campaign lets you build complete customer profiles by importing data from your existing customer database as well as from eGain webforms and surveys. Sophisticated targeting functions allow you to use these profiles to segment based on any customer information.

## Create lifetime relationships via opt-in email marketing

Respecting consumer privacy is a non-negotiable criterion for marketing on

the Internet today. eGain Campaign's sophisticated opt-in/opt-out tools prevent you from sending unsolicited emails by instantly updating customer email campaign membership information. Additionally, through webforms customers can choose to see what campaigns they have subscribed to and change their subscription on the fly.

## Deliver results with personalized 1-to-1 messages

The difference between low response rates and high response rates lies in the relevance of the message. eGain Campaign email can be personalized using any customer information.

- ▶ eGain Campaign's Mail List manager keeps your customer information up-to-date with database searching and profiling, list hygiene, and bounceback handling.
- ▶ The ability to incorporate graphical HTML, pictures, animations, documents, buttons, and more, gives impact to every email and ensures the highest possible return on your email campaigns.

## Scale the system as your needs grow

eGain Campaign's secure and highly scalable delivery architecture scales to meet the needs of the largest operations. eGain Campaign lets you scale horizontally, by adding servers.

## Key features

### List management

- ▶ Database searching and profiling
- ▶ Webform based opt-in/opt-out
- ▶ Retry handling
- ▶ List hygiene
- ▶ Profile updating

### Campaign management

- ▶ Emails sent in HTML and text format
- ▶ Campaign testing
- ▶ Campaign scheduling

### Content management

- ▶ Multiple types of email content
- ▶ Import external documents
- ▶ Common eGain Service KB
- ▶ Personalized emails

### Segmenting and targeting

- ▶ Ability to create segmentation cells
- ▶ Unlimited segmentation rules

### Tracking and reporting

- ▶ Clickthrough reports
- ▶ Categorization and analysis

### Import tools

- ▶ Flexible import
- ▶ Merge or purge

### Scalability

- ▶ High volume delivery
- ▶ Sophisticated bounceback handling

### Flexible deployment options

- ▶ Hosted
- ▶ In-house
- ▶ Move from one to the other

## Integrate customer communications

Since every customer communication is critical, it is important that you incorporate email marketing into your overall customer communications management strategy. eGain Campaign is one of the many modular applications in eGain Service, which includes a service management platform that provides a

common knowledge base and customer and interaction history to all the applications. Your entire company will have access to a 360-degree view of all email communications with your customer, including the campaigns. You will be able to leverage eGain Mail to manage all of the incoming emails that will be produced as a result of your highly effective email marketing campaigns.

## How eGain Campaign works

With eGain Campaign, creating campaigns is a simple six-step process.

The screenshot shows a web-based wizard titled "Campaign: Build a Campaign". It consists of six steps:

- Step 1: Create or Clone** - Step 2: Enter Details
- Step 2: Enter Details** - Enter a name for the campaign: My Campaign
- Step 3: Segment** - Enter the email subject for the campaign:
- Step 4: Create Content** - Enter the "From" Email Address: Display Name: Ashish Anand, Email Address: ashish@egain.com
- Step 5: Review Test** - This is the email address customers will see as FROM email address. Note: Bouncebacks and undeliverables are handled automatically by the server.
- Step 6: Schedule** - Enter the "Reply-To" Email Address: Display Name: , Email Address: parveen@cam00015.egain.net

## The eGain Customer Interaction Hub Advantage

Investing in any eGain Service application means acquiring the industry's leading platform for multichannel customer interaction hubs.

