



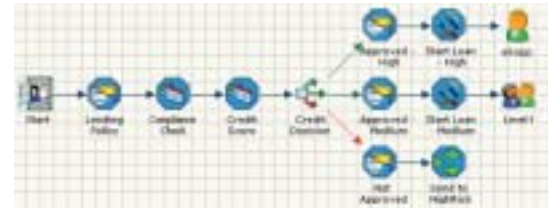
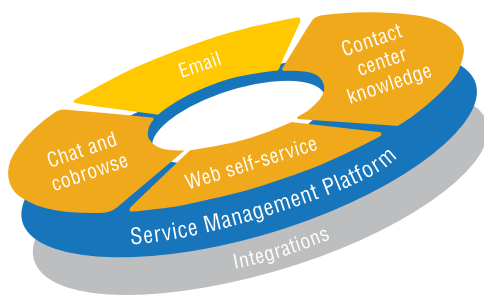
eGain Mail is the industry's leading email response management application. A tenth-generation, award-winning product, it enables organizations to intelligently route and process inbound emails, webform inquiries, faxes, and letters.

An integral part of eGain Service™, an innovative and complete suite of customer service and contact center software, eGain Mail offers:

- Predefined workflows to manage incoming email and webform inquiries. Contains service level agreement (SLA) triggers to automate email routing and monitoring.
- Intelligent parsing of the content of all queries. Ability to send auto-responses and recommend responses to agents.
- Tracking of all customer queries.
- Complete customer information and interaction history, across channels available to agents, enabling informed interactions.
- Access to the centralized knowledge base that enables agents to accurately resolve complex inquiries and processes. Agents can also contribute to the knowledge base.
- Varied collaboration options with experts within and outside the system.
- Comprehensive analytics and real-time alarms for operational performance management.

Additional modules include:

- **eGain Secure Mail™** to authenticate the customer before allowing the viewing of confidential information.
- **eGain Fax™** to route, track, and respond to faxes with the same infrastructure that is used to handle emails and webform submissions.
- **eGain Webforms™** to extend the use of your email management infrastructure to other parts of the enterprise with the help of webforms.
- **eGain Campaign™**, a full-featured scalable outbound email solution.



*Example of a workflow*

## Automate service processes

Service process automation is key to driving operating efficiency in your contact center. eGain Mail leverages the power of eGain Service Management Platform™ (eGain SMP™) to allow you to easily implement your service process in your email management operations. Using the visual workflow designer, you can set up pre-routing, handling, and post-routing business rules that enable you to drive consistency and efficiency through your contact center. You can also automate service request classification, which can be used for delivering customer feedback and service trends to your product and marketing teams.

## Key features

- ❑ Predefined workflows to manage incoming email and webform inquiries. Contains service level agreement (SLA) triggers to automate email routing and monitoring.
- ❑ Intelligent parsing of the content of all queries. Ability to send auto-responses and recommend responses to agents.
- ❑ Complete customer information and interaction history, across channels, available to agents, enabling informed interactions.
- ❑ A common knowledge base that enables agents to accurately resolve complex inquiries and processes, interacting directly with data sources and devices where required. Agents can also contribute to the knowledge base.
- ❑ Varied collaboration options with experts within and outside the system.
- ❑ Web-based consoles for a range of users: agents, supervisors and managers, business analysts, knowledge authors, programmers, and system administrators.
- ❑ Comprehensive analytics and real-time alarms for operational performance management.
- ❑ Flexible deployment options: in-house implementation, subscription-based hosted delivery, and managed services for remote administration of licensed software.

## Improve agent productivity

Agent costs, typically, account for over 50% of contact center expenses. The industry best practices embedded in eGain Mail have helped deliver productivity improvement of as much as 250% to our existing customers. eGain Mail increases agent productivity through a powerful interface that minimizes screen switching and improves access to information.

Matching the best available agent and relevant response with each email request is also critical for improving productivity. Using the workflow designer, you can automate email routing and monitoring. Powerful content-parsing capabilities in the product enable auto-suggestions from the knowledge base.

## Ensure consistent, quality responses

Eliminate the need to cut and paste responses from additional software packages. eGain Mail allows you to easily use answers from the centralized knowledge base for standard queries, which usually account for over 80% of all emails handled by the system. New agents can be productive and consistent using templates, while experienced agents can add value handling complex queries escalated to them through the system. As an example of an embedded industry best practice, eGain Mail allows the monitoring of the quality of outbound emails based on rules set by the supervisor, such as rules to scan the response for certain keywords or phrases and route flagged responses to editors before sending them out to customers.

The system includes options for various kinds of collaboration. The eGain SME and eGain Outlook Plugin modules allow even people outside the system, using webforms and Microsoft Outlook, to help resolve issues.

## Provide value-based, personalized service

Use eGain Mail to make each customer feel like your most important customer. You can use webforms and other structured input methods to consistently capture valuable customer information. Based on this information, you can implement effective email workflow and enable your agents to respond personally and accurately. While creating responses, agents can access the customer's complete case history.

Using the **eGain Data Adapter™**, eGain Mail provides access to external databases and websites. This retrieved content can be used in business rules, automatically inserted as part of personalized responses, or simply made available to agents for better service. Common examples of such external data sources are billing information systems and product shipping databases.

## Make life easier for managers

As part of the eGain Service solution, eGain Mail shares common infrastructure in eGain Service Management Platform™ (eGain SMP™) with the other eGain applications. This includes common user and customer accounts, interaction records, and knowledge base.

The powerful monitoring and reporting tools in eGain SMP make managing the contact center a lot easier. Managers can track the performance of agents and the service department as a whole in real-time. They can track, for example, how many emails are processed per day and per agent, as well as the number of emails in different queues and categories. They can also create customized reports based on business needs.