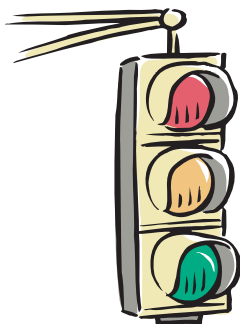


eGain[®] Notify[™]

Keep customers in the loop with intelligent alerts, reminders, and updates



KEEPING CUSTOMERS INFORMED

IS NOT EASY. What do they want to know at different stages of the customer lifecycle? How do they want this information delivered to them? How can you automatically collect this information from different sources in your enterprise? And, how do you reliably and cost-effectively deliver all the information they need?

EGAIN NOTIFY is a flexible, easy-to-use application for managing and delivering automatic reminders, alerts, and updates at all stages of the customer relationship cycle. 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.

Build brand equity

Customer interactions are the new battleground for competitive advantage. In a world where everyone is always short on time, companies win when they make it easy to do business with them. eGain Notify will help you set the bar for “informed” customer interactions.

CREATE MULTISTAGE INTERACTIONS

- ▶ Send customers the information they need at every step of sales and service processes—from product recalls and fraud alerts to collection notices, service alerts, and status updates

OFFER MULTIPLE DELIVERY CHANNEL OPTIONS

- ▶ Send email, fax, IM, and SMS; send voicemail and white mail notifications by integrating with enterprise systems

PROVIDE SECURE DELIVERY OPTIONS, TOO

- ▶ Deliver through secure web portal
- ▶ Send encrypted email attachments through integration with Adobe LiveCycle Policy Server

Increase customer satisfaction

- ▶ Allow customers to specify channel preferences and manage their profile
- ▶ Enable customers to subscribe to alerts
- ▶ Empower customers and agents with consolidated customer information

Improve operational efficiency

eGain Notify will help you free up precious agent time by automating most common interactions. It will help you significantly reduce interaction costs.

STREAMLINE AND AUTOMATE BUSINESS PROCESSES

- ▶ Refine and automate your processes with the help of the visual eGain Workflows editor
- ▶ Set up the system to send notifications triggered by the change of status in multiple external systems

ADD DYNAMIC CONTENT

- ▶ Use content templates; populate notification with dynamic personalized data
- ▶ Create attachments; include dynamic content

TRACK, AUDIT, AND REPORT

- ▶ Track the delivery of notifications
- ▶ Analyze performance and trends with out-of-the-box reports
- ▶ Create custom reports, if needed, with published data dictionary

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

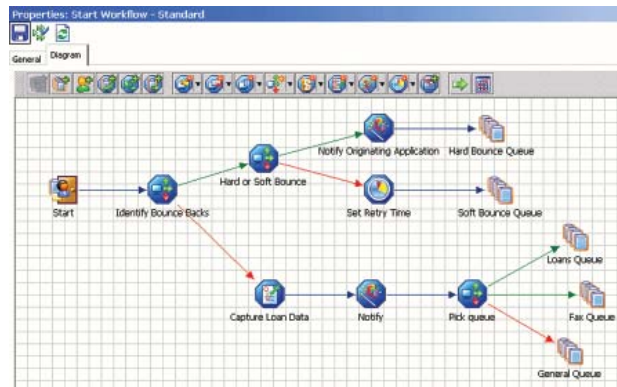
* The Forrester Wave™: eService, Q1 2005, March 2005; PSGroup Bull's Eye: Cross-Channel, Cross-Lifecycle Customer Service, April 2005

Meet compliance requirements

- ▶ Automate the delivery of information such as product recalls
- ▶ Set up approval process for content for regulatory compliance
- ▶ Maintain complete notification history stored for audit

How eGain Notify works

With eGain Notify, you implement consistent customer notification processes across multiple channels—email, phone, fax, or web—in one place. Using its intuitive visual workflow tool and configurable data adapters, you create sophisticated notification



rules based on dynamic customer preference, order status changes, service alerts, marketing promotions. These notifications are dynamically assembled by eGain Notify by populating rich content templates with real-time data aggregated from your existing enterprise data sources. You can also set up outbound approval rules selectively on notifications based on their content, type, or customer profile.

The eGain Customer Interaction Hub Advantage

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

