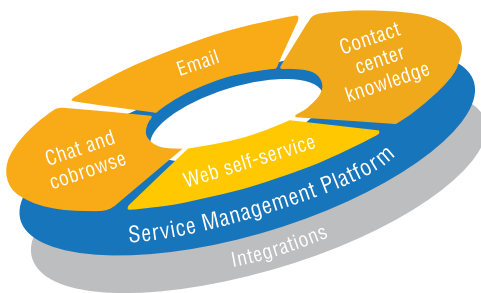


eGain® SelfService™

Adaptive
web self-service

One size doesn't fit all in web self-service! The same approach to self-service will not work for every type of customer, every type of inquiry, or every stage of the customer life cycle. Industry studies continue to highlight usability issues in most web self-service implementations.

eGain SelfService enables organizations to offer adaptive web-based self-service solutions that provide a range of ways to get to information in the common knowledge base. It is an integral part of eGain Service™, the industry's most innovative and complete suite of customer service and contact center software.



Adaptive self-service with eGain SelfService

Based on the notion of adaptive self-service, eGain Selfservice has two innovative features that differentiate it from other self-service systems.

1. The eGain solution can be configured to adapt to customer need by exposing appropriate access methods—from among a range that includes FAQ, search, browse, guided help and virtual agents.
2. The system automatically identifies knowledge bottlenecks, through self-service usage analysis and user feedback, to generate alerts and review tasks for appropriate content owners. This self-monitoring feature ensures that the self-service implementation does not languish due to lack of attention from business owners. As customers use self-service, their usage and feedback is analyzed to improve content and access.



Key features

- ❑ A common knowledge base of articles, with links to external content.
- ❑ Dynamically updated “useful items” folders which track new items, amended items, or items about to expire.
- ❑ Knowledge access methods that allow users different ways to access the contents of the knowledge base.
- ❑ Frequently asked questions (FAQ) lists that can be grouped by topic and subtopic and are continually ranked based on usage and user feedback.
- ❑ Natural language basic and advanced search for items in the knowledge base and externally indexed content.
- ❑ A highly extendable browse facility that can overlay different access structures over internal or external content.
- ❑ Interactive search (using a case-based reasoning decision engine) that can support forward or backward driven dialogues.
- ❑ Configurable web templates to quickly build a multitude of user interfaces to the knowledge base.
- ❑ Easy context-sensitive escalation to email or chat assistance.
- ❑ Web-based authoring tools.
- ❑ Configurable authoring workflows.

Some important considerations for building good self-service solutions are:

- It's not just about call deflection. The self-service experience has to be as good as or better than calling the contact center.
- It's not about keeping the interaction short. Customers should be encouraged to stay, especially if they have multiple inquiries and plenty of time at their disposal.
- It is difficult to predict all types of inquiries in advance. Calls or emails can be a guide but people often look for information on the Web that they would never consider calling about.
- One approach does not fit every customer type, or even the same customer under every situation.
- Once built you can't just forget about it. Information changes fast as does the profile of customer inquiries.
- Customer inquiries are increasingly fragmented across channels so the self-service solution has to provide the same response as an email, fax, or phone call.

Proven web self-service solutions used by hundreds of enterprises

When customer retention is a key business imperative, companies should look for proven solutions when it comes to implementing web self-service. eGain has delivered innovative knowledge-powered customer service solutions to enterprises for well over a decade. eGain was the first company to develop a web-based guided help solution. eGain was also the first provider of lifelike virtual agent technology that presents a conversational interface where customers can ask questions in plain English and the virtual agent guides them to the information they need. Today, our web self-service solutions are the most proven and mature in the market—adopted by over 300 enterprises across the globe to provide their customers a rich online experience.

Drive strong user adoption through unparalleled multi-access options

Strong user adoption is key to any web self-service implementation. Each business needs a different combination of self-service access methods to match its customer profile and business processes. Incorporating this best practice, eGain SelfService offers a broad range of access options, which can be configured appropriately for your business needs. For instance, a retail bank that caters to a not tech savvy audience may choose to offer virtual agent self-service to greet and guide its customers to the right web page through a comfortable conversation in plain English. On the other hand, a business with a wide range of sophisticated products and complex support needs could opt for guided help that mirrors the way company experts diagnose and resolve product support issues. Similarly, a website that focuses on post-sales service may choose to offer FAQ and search access to its knowledge base.

Ensure customer comfort through easy escalation to assisted channels

Self-service may not always work for your customers. To assure them that they will not be left unattended when they use your web self-service capability, you must offer easy escalation from self-service into assisted channels. The powerful context-sensitive escalation provided by eGain SelfService allows you to preserve the record of your customer's self-service session while escalating the interaction to an agent. Customers are likelier to use self-service if they know that they will be taken care of when they cannot help themselves.