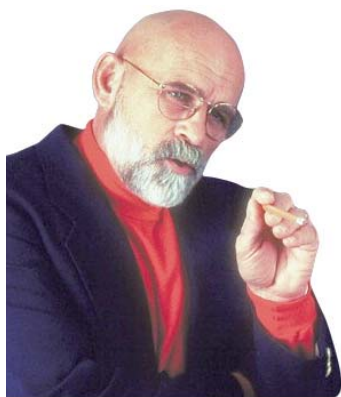




Get help from experts to quickly resolve customer queries



Not all customer queries can be answered by contact center agents. Do your agents have quick access to subject matter experts (SMEs) outside the contact center? With eGain SME, experts can easily help resolve queries and even contribute to the knowledge base using emails and webforms.

**eGAIN SME** is an enterprise collaboration tool that enables subject matter experts (SMEs) to contribute their expertise, when needed, to customer interactions or the contact center knowledge base. It is one of the many innovative customer interaction products in **eGAIN SERVICE**<sup>®</sup>, the industry's top-rated\* customer service suite, which helps businesses transform their traditional call centers into multichannel customer interaction hubs.

- ▶ When help is needed, the agent either transfers the query to the queue for SMEs or forwards it directly to the SME.
- ▶ The SME receives an email through the company's email system such as Microsoft<sup>®</sup> Outlook<sup>™</sup> with a link to a webform.
- ▶ The SME submits information through the webform, which goes back as an email to the agent and can also be sent directly to the customer.

## Benefits

- ▶ Reduce service resolution time
- ▶ Improve service quality
- ▶ Increase customer satisfaction
- ▶ Maximize customer retention

## 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. It is available for both in-house and on-demand hosted deployment.

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

## How it works

Access to the right information is critical for providing timely and high quality service. Very often, the source of information, especially for complex queries, is an expert in some other part of the enterprise. Designed to help innovative, customer-centric organizations resolve customer queries effectively, eGain SME enables agents to easily seek help from SMEs outside the eGain Service system.

- ▶ The administrator specifies designated SMEs for various types of queries, or even a special queue for SME tasks. SMEs are not regular users of the system, and only their email addresses are required.
- ▶ A workflow is set up to process the collaboration between agents and SMEs.
- ▶ If needed, the SME can also browse the eGain Knowledge Base, use articles from it, and even suggest new content.
- ▶ All SME interactions become part of the eGain Service case records.

**SME** **eGain**  
Trusted by Leaders

Please respond back to customer problem as soon as possible.

From:

To:

CC:

Subject: Re: [1123] Letter to the editor

Message:

----- Original Message -----  
Thank you for notifying us about the bad link, we will have our webmaster fix the problem.  
Taylor Opazo  
Customer Service Manager

-----Original Message-----  
From: janovich@egain.com  
Date: 12/6/2004 2:14:20 PM  
To: jeserv@egain-corp.com  
Subject: Letter to the Editor

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Justin R. Anovich  
Account Manager - East  
Tel: +1 714-925-4220  
Fax: +1 714-973-3318  
Email: janovich@egain.com  
Web: http://www.egain.com  
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eGain<sup>®</sup> Trusted by Leaders<sup>™</sup>

*A sample webform*