Strategic Partnership

Customer Objectives

- Most customer objectives in Customer Engagement align to the following:

  - **Improve Revenue**
    - Increase the amount of time that human capital (agents) can spend selling vs servicing
    - Increase the proportion of online conversions

  - **Reduce Cost**
    - By improving efficiency of existing contact centre agents through digital channel usage
    - By reducing the number of contact centre agents required to service the same volume of demand
    - By reducing training/ onboarding time and eliminating shrinkage
    - By reducing the amount of inbound contact to the contact centre by improving the volume of self-service (zero contact) and reducing repeat call rates (through reassurance)

  - **Reduce Risk**
    - Provide consistent and compliant answers across all channels (digital, voice, face-to-face)
    - Provide auditable responses
    - Reduce customer attrition risk by reducing customer effort and improving loyalty

AI THAT WORKS

eGain AI+Knowledge

Mark Herman | Director, North America Pre-Sales, eGain

September 27, 2018
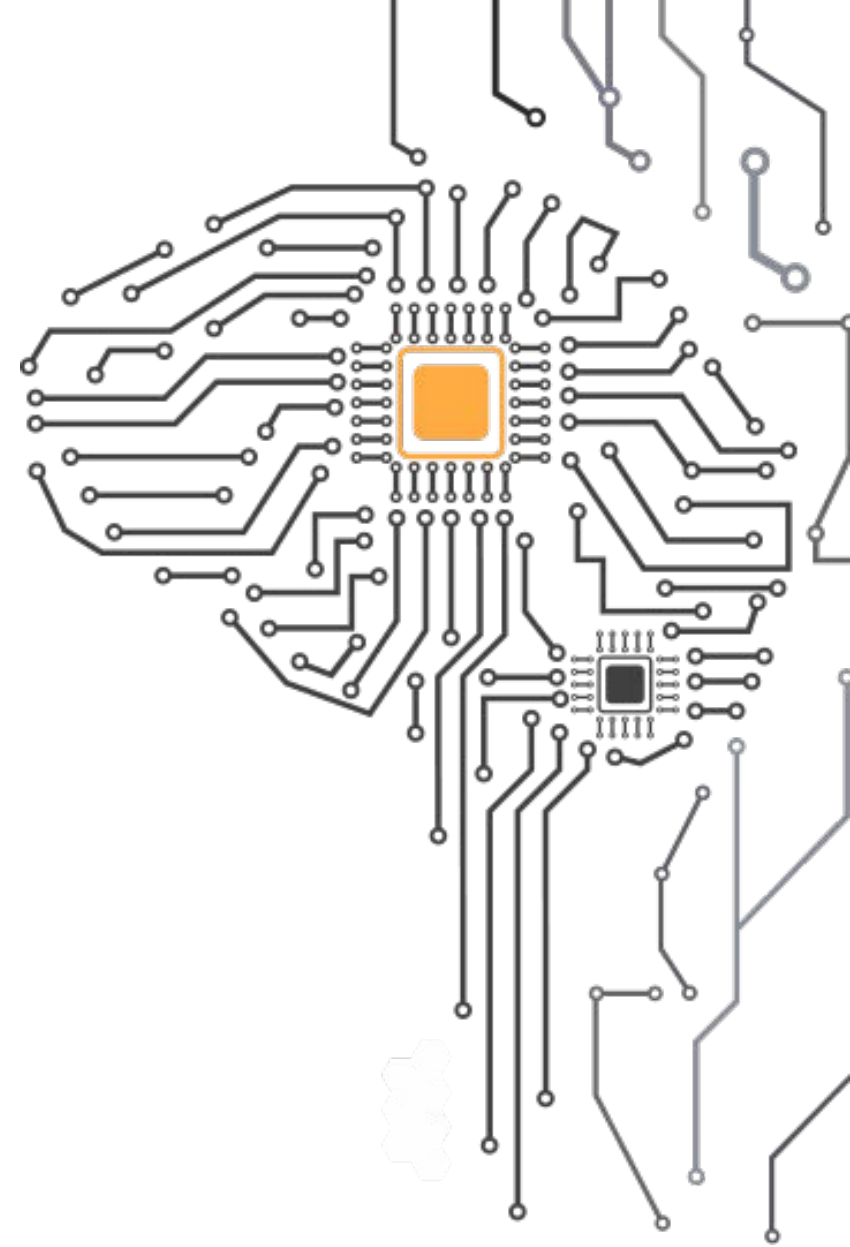
McKinsey predicts that by 2030, between 400 million to 800 million jobs will be displaced worldwide due to AI and automation

Gartner predicts that by 2022…

72% of customer interactions will involve an emerging technology such as machine-learning applications, chatbots or mobile messaging, up from 11% in 2017

600% growth in 5 years

Application leaders will face the task of onboarding 12 immature but rapidly improving customer interaction channels for CRM

Accelerating change

Though the proportion of phone-based communication will drop from **41%** to **12%** of overall customer service interactions, a human agent will still be involved in 44% of all interactions

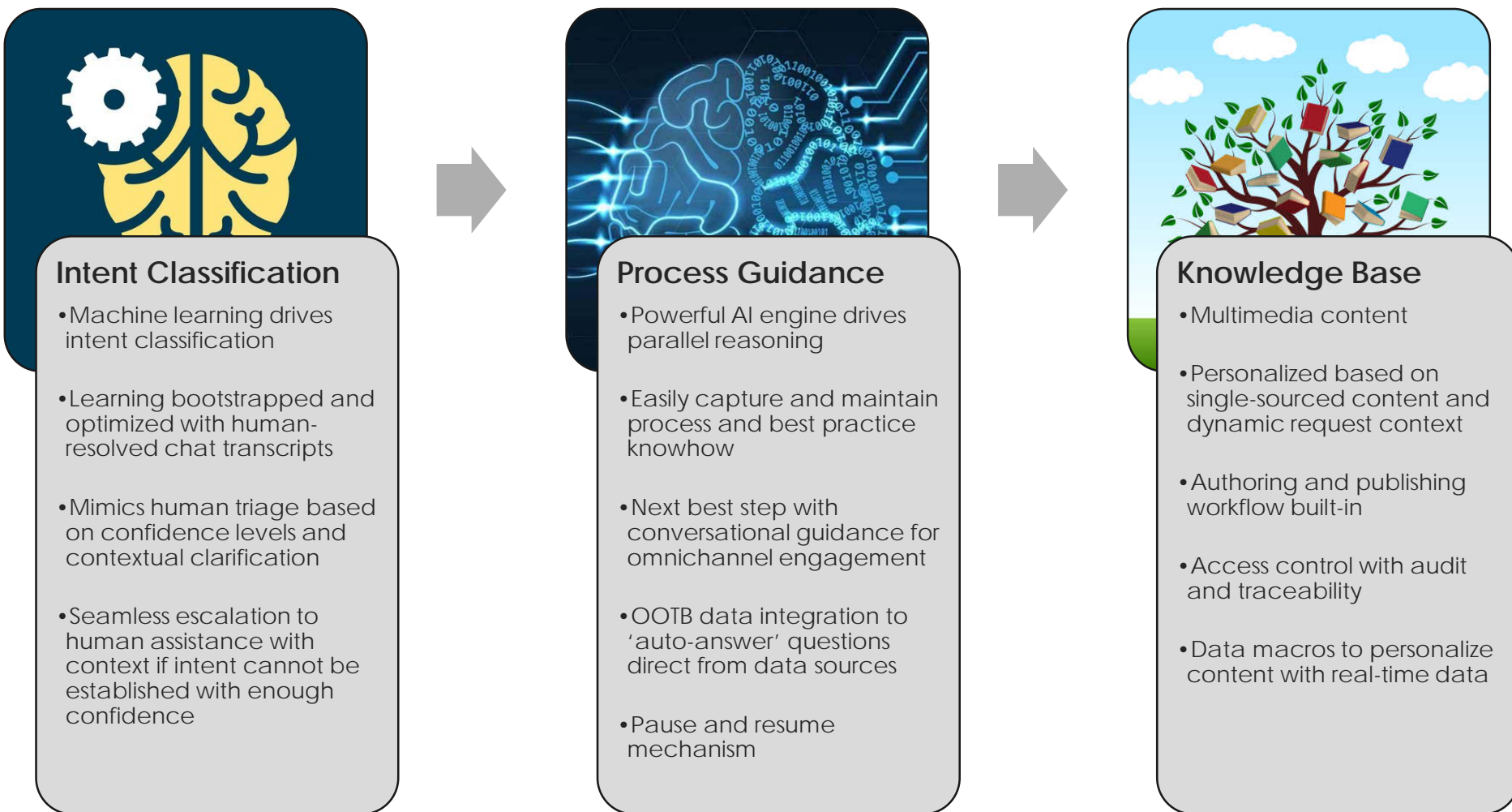Super agent needed

AI for customer engagement

Analytic insight

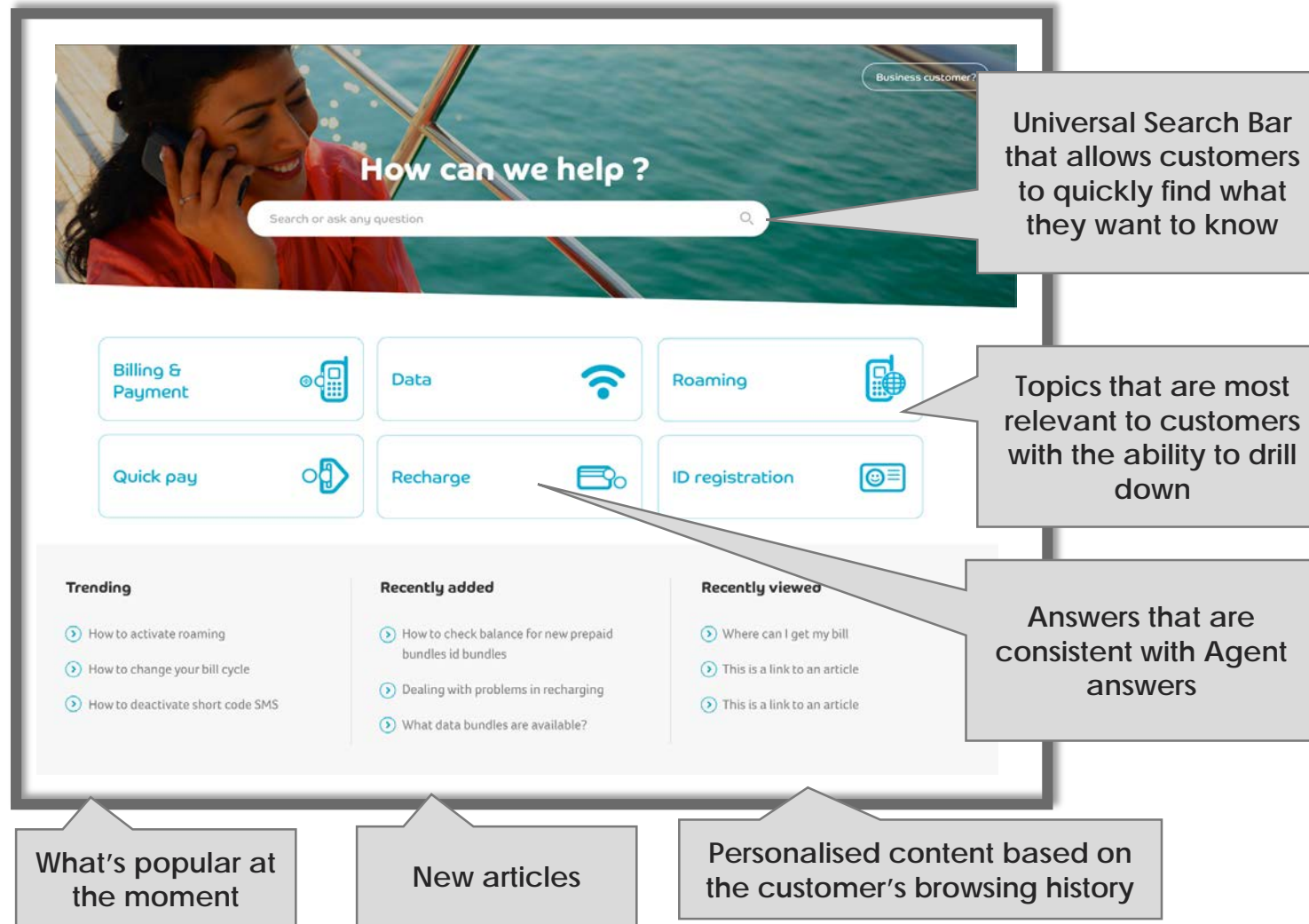Language understanding

Reasoning-based inference

Machine learning

ML, AI, and KB cooperate to deliver an easy, connected digital experience

Intent Classification

- Machine learning drives intent classification

- Learning bootstrapped and optimized with human-resolved chat transcripts

- Mimics human triage based on confidence levels and contextual clarification

- Seamless escalation to human assistance with context if intent cannot be established with enough confidence

Process Guidance

- Powerful AI engine drives parallel reasoning

- Easily capture and maintain process and best practice knowhow

- Next best step with conversational guidance for omnichannel engagement

- OOTB data integration to 'auto-answer' questions direct from data sources

- Pause and resume mechanism

Knowledge Base

- Multimedia content

- Personalized based on single-sourced content and dynamic request context

- Authoring and publishing workflow built-in

- Access control with audit and traceability

- Data macros to personalize content with real-time data

Knowledge Management Portal

One single destination for the Help you need

How can we help ?

Search or ask any question

Business customer?

Billing & Payment

Data

Roaming

Quick pay

Recharge

ID registration

Trending
- How to activate roaming
- How to change your bill cycle
- How to deactivate short code SMS

Recently added
- How to check balance for new prepaid bundles id bundles
- Dealing with problems in recharging
- What data bundles are available?

Recently viewed
- Where can I get my bill
- This is a link to an article
- This is a link to an article

Universal Search Bar that allows customers to quickly find what they want to know

Topics that are most relevant to customers with the ability to drill down

Answers that are consistent with Agent answers

What's popular at the moment

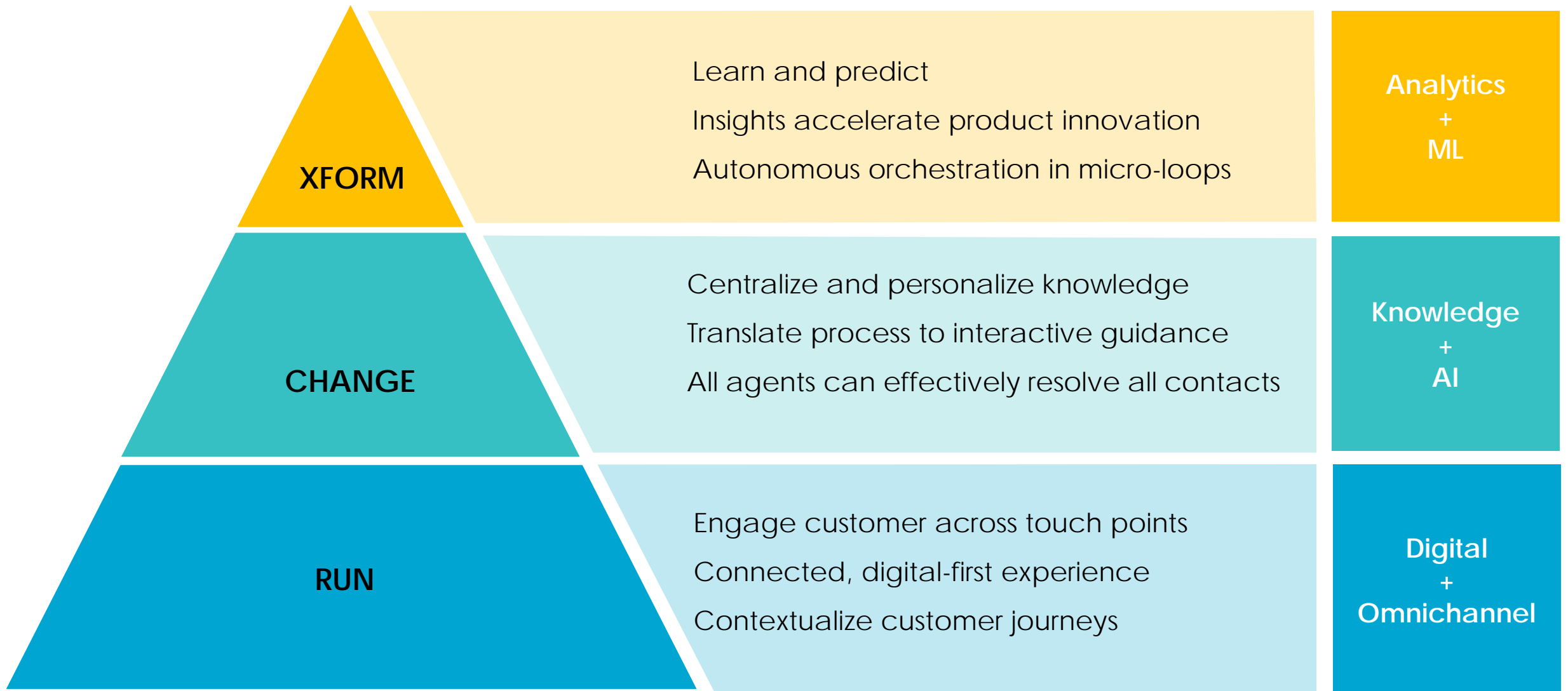New articles

Personalised content based on the customer's browsing history

Impact of Knowledge+AI

Match the right tool to the task

	Cannot capture & maintain know-how	Can capture & maintain know-how
Low business risk	Automatic execution based on machine learning	Evidence-based reasoning enhanced with machine learning
High business risk	Expert augmentation with machine learning input	Evidence-based reasoning with supervised learning

Customer Engagement in a Digital+AI World

XFORM

Learn and predict

Insights accelerate product innovation

Autonomous orchestration in micro-loops

Analytics + ML

CHANGE

Centralize and personalize knowledge

Translate process to interactive guidance

All agents can effectively resolve all contacts

Knowledge + AI

RUN

Engage customer across touch points

Connected, digital-first experience

Contextualize customer journeys

Digital + Omnichannel

eGain
Quick Value
Services™

1 TRY AND BUY

eGain Try+Buy™

PROACTIVE

Service for every phase of the customer life cycle

2 IMPLEMENT AND ONBOARD

eGain Agile Implementation Service™ and eGain Training™

3 OPERATE AND MANAGE

eGain Managed Services™
Administration | Knowledge Management | Analytics

4 CONSULT AND OPTIMIZE

eGain Digital Transformation Consulting™

What is Try+Buy?

- Unique to the industry, risk-free, and free, this service helps you to deploy new digital engagement or knowledge management capabilities in just four weeks

- eGain experts will guide you through a series of agile sprints, to help set up a best-practice deployment in eGain Cloud at no charge to you.

- We ask you to use the capability in production so that you can test alternative strategies and validate your business case with actual results.

- As part of this program, you also receive executive dashboard reports that connect business metrics to new capabilities and highlight the ROI at scale.

This guided innovation consumption offer includes

- Award-winning customer engagement suite with built-in best practices

- Safe production pilot in eGain Cloud™

- Options for easy A/B testing

- Guidance to quick business value by eGain experts

- Risk-free delivery at no charge with no obligation to buy

Key benefits and value of eGain Try+Buy Program

MINIMIZE RISK

Hands on experience will help your organization test drive key functional requirements to minimize business risk

VALIDATE YOUR ASSUMPTIONS

Validate critical technical and functional assumptions to further strengthen business case and potential benefits

TEST YOUR STRATEGIES

Experiment with key digital customer engagement strategies to solidify your planning

EXECUTIVE REPORT

Deliver data driven executive report to secure project sponsorship and funding

BEST PRACTICES

T+B experience will help your organization gain valuable insights into proven industry best practices

Easy To Try eGain Solutions

Minimize Risk

Test Your Strategies

Validate Your Assumptions

Best Practices

easy with eGain