

eGain® SelfService™

All-in-one, on-target, and distinctive
web self-service



The Customer Engagement Hub (CEH) Advantage

A CEH helps you to:

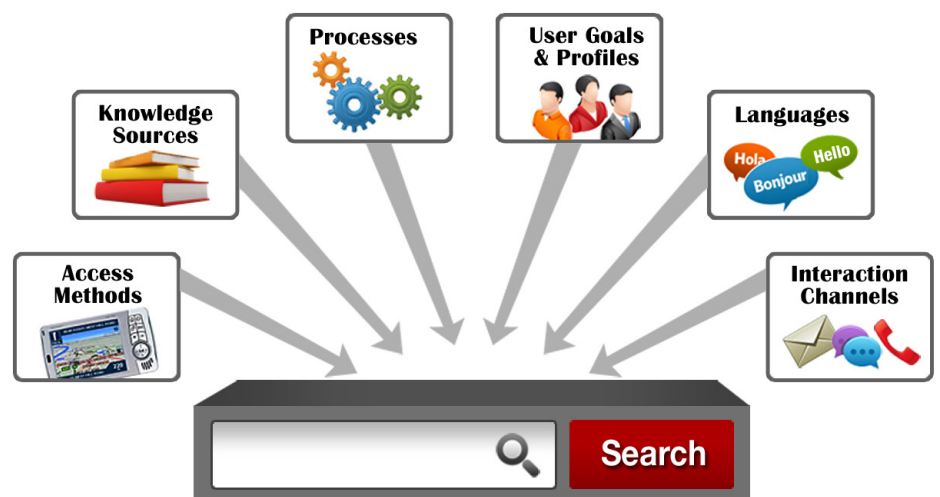
- ▶ Woo, wow, and keep customers by making it easy for them to do business with you.
- ▶ Establish and extend competitive advantage.
- ▶ Dramatically reduce interaction costs and increase sales.
- ▶ Maximize contact center productivity, service consistency, business process efficiencies, and self-service adoption.
- ▶ Differentiate the business from competitors by providing a seamless and consistent customer experience in multi-stage service interactions across channels, systems, people, and organizations.

Web self-service has become the “default” entry point for business-to-customer relationships, offering a great opportunity to engage and subsequently retain customers through productive and distinctive experiences. However, the effectiveness of self-service is hindered by the following factors:

- ▶ Limitations of keyword search such as too many or too few hits, and irrelevance
- ▶ Inability to federate search results across website, contact center, enterprise, community, and social content
- ▶ A “one size fits all” search approach, often imposed by suppliers, that is not uniformly effective for all query types, users, and customer lifecycle
- ▶ Context discontinuity across self-service and agent-assisted service
- ▶ “Me-too” self-service experiences and brand misalignment

eGAIN SELFSERVICE™ enables organizations to provide distinctive, productive, and brand-aligned self-service experiences that enable breakthrough improvements in customer self-service effectiveness and adoption, while allowing seamless, context-aware escalations to live customer service or sales agents. Powered by the patented eGain Multisearch™ knowledge access technology, innovative user interfaces such as brand-aligned avatar chatbots, and UI templates, eGain SelfService brings together the power of the industry’s broadest set of knowledge access methods, federated search, process intelligence, multilingual capabilities, and flexible look and feel—all behind a single search box—for distinctive, on-target self-service.

The only solution proven in the cloud or on-site for over a decade, eGain SelfService is an integral part of the **eGAIN™** customer engagement hub suite, enabling full-context escalation of self-service interactions to assisted interactions.



Highlights

Search methods

- ▶ Keyword and intent-based search
- ▶ Natural language search with optional avatar interface
- ▶ Topic tree browsing
- ▶ Guided help, powered by patented Case-Based Reasoning (CBR)
- ▶ Content federation: Federated search across web site, contact center, enterprise, community and social content
- ▶ All access methods behind single search box

Search navigation

- ▶ Relevance-ranked presentation of search results
- ▶ Keyword matching to metadata for concept or intent-based search, rather than plain keyword search
- ▶ Best practice guided help for process-centric searches, optimized for contact center agents and customer experience
- ▶ Ability to hop across search methods to find the answer (for instance, from topic-tree browsing to guided help)

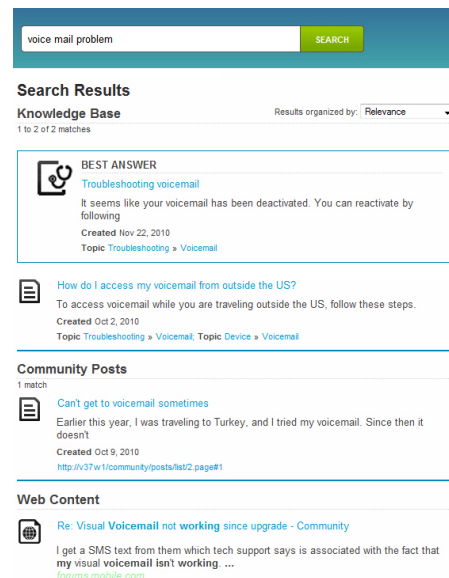
Brand alignment

- ▶ Innovative self-service experiences, including brand-aligned avatar interfaces and context-aware escalations to assisted service
- ▶ Flexible templates that match the look and feel of self-service pages to the rest of the web site and the brand
- ▶ Contextual widgets for the desktop, webtop, and mobile devices

All-in-one power

A “one size fits all” search approach is not uniformly effective for all query types, users, and customer lifecycle. For instance, keyword search could be time-consuming and unproductive for process-centric self-service searches such as product selection, problem resolution or contextual advice, while guided help might be overkill for simple queries.

Through eGain Multisearch, eGain SelfService brings together the power of the industry’s broadest set of search methods, federated search, process intelligence, multilingual capabilities, and flexible look



and feel—all behind a single search box. Users can then pick the access path of their preference just like an automobile driver would pick a route from several options presented to them by a GPS device so they are always going towards their destination through the route of their choice. It offers:

- ▶ Keyword and intent-based search
- ▶ Natural language search with optional avatar interface
- ▶ Topic tree browsing
- ▶ Guided help, powered by patented Case-Based Reasoning (CBR)

- ▶ Content federation: Federated search across web site, contact center, enterprise, community and social content
- ▶ All access methods behind single search box

Always on target

Powered by eGain Multisearch, eGain SelfService ensures that searches are productive and are always on target with:

- ▶ Relevance-ranked presentation of search results
- ▶ Keyword matching to metadata for concept or intent-based search, rather than plain keyword search
- ▶ Best practice guided help for process-centric searches, optimized for contact center agents and customer experience
- ▶ Ability to hop across search methods to find the answer (for instance, from topic-tree browsing to guided help)

Distinctive

Self-service is a critical first step that marks the beginning of new customer relationships as well as important tool to retain customers once they are on board. Self-service also creates opportunities to deliver unique and memorable customer experiences for breakthrough customer engagement and retention, areas where eGain SelfService can make a difference:

- ▶ Innovative self-service experiences, including brand-aligned avatar interfaces and context-aware escalations to assisted service
- ▶ Flexible templates that match the look and feel of self-service pages to the rest of the web site and the brand
- ▶ Contextual widgets for the desktop, webtop, and mobile devices