



## Beyond vanilla chat



### The Customer Engagement Hub (CEH) Advantage

- ▶ 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.

Are you looking for efficient ways of providing better experiences to your website visitors? Studies show that chat is one of the most effective channels for engaging, selling to, and serving online customers. Reach out to customers—proactively or reactively—right when they need help and avoid abandoned shopping carts and half-filled forms.

**EGAIN CHAT™** enables you to offer real-time chat assistance to website visitors. Agents can exchange text messages, files, web pages, and knowledge base articles with visitors to answer their queries, proactively as well reactively. Rated #1 by analysts, it is the industry's only chat product to have been proven in both on-demand and on-site deployments for more than a decade.

An integral part of the **EGAIN™** software suite, eGain Chat integrates seamlessly with the other social experience, web experience, and contact center applications in the suite. It offers endless sales and service opportunities when combined with companion products, **EGAIN COBROWSE™**, a web collaboration solution, **EGAIN OFFERS™**, a proactive offer management solution, and **EGAIN VIRTUAL ASSISTANT™**, a virtual assistant (avatar) solution. eGain's chat and web collaboration solutions lead the industry in maturity, depth, and seamless integration with other interaction channels.

### PROVIDE EXCEPTIONAL ONLINE AND MOBILE CUSTOMER EXPERIENCES

eGain Chat is designed for providing memorable customer interactions on your website and through mobile devices. Features include:

- ▶ Support for most popular browsers. No client downloads required for chat.
- ▶ Support for multiple languages.
- ▶ Chat console available as a widget for web tops, desktops, and mobile devices.
- ▶ Ability to display FAQs and other useful content while the customer is waiting for the agent to join the chat session.
- ▶ Rich text editor to enable customers and agents to share clickable hyperlinks and format messages, even include emoticons, for richer conversations.
- ▶ Web collaboration options such as the ability to push pages and share files. Ability to cobrowse web pages and fill forms together if eGain Cobrowse is also installed.
- ▶ Ability to display special messages in the case of off-hour requests, waiting for agent to join chat, error during chat, exit, or abandon.
- ▶ Seamless integration with other interaction channels such as email and cobrowsing.
- ▶ Ability to print, save, and email session transcripts.

## Highlights

- ▶ Support for mobile devices.
- ▶ Support for multiple languages.
- ▶ End-of-chat survey to elicit customer feedback.
- ▶ Agents can conduct 3-5 chats simultaneously.
- ▶ Easy toggling between chat and email inboxes for blended agents.
- ▶ Canned responses are available to agents to enable quick but well-written messages.
- ▶ Ability to set up multiple entry points for chat with related queues and resources for each.
- ▶ Scalable to suit any contact center or business demands.
- ▶ Completely integrated with all other eGain products.
- ▶ OEM integration with Cisco contact center products.
- ▶ Packaged integrations with Avaya and Aspect.

- ▶ Ability to make proactive offers for assistance, based on rules, if eGain Offers is also installed.

## BRAND AND CUSTOMIZE THE CHAT EXPERIENCE

eGain Chat is meant to fit into your website. Features include:

- ▶ Ability to configure look and feel to match company branding.
- ▶ Ability to set up various types of authentication options.

## EFFECTIVELY HANDLE INTERACTIONS WITH A UNIFIED AGENT DESKTOP

The eGain 360Plus Agent Desktop™ gives your agents the tools they need to serve customers in a multichannel world.

- ▶ All interactions, regardless of channel, are part of the common customer profile and interaction history. This includes social interactions.
- ▶ Agents have the ability to change their availability settings for chat and toggle between chat and email inboxes.
- ▶ The common knowledge base, auto spelling checker, and blocked word checker make it easy for agents to provide high-quality responses.

## EASILY SET UP, ROUTE, AND MONITOR CHAT INFRASTRUCTURE

Setting up your chat infrastructure couldn't be easier! Administrators get a range of configuration options, which include the ability to:

- ▶ Set up multiple chat entry points on your website, along with associated queues. Also, the ability to map quick links and quick responses to queues.
- ▶ Change the number of chats an agent can handle at a time.
- ▶ Use native and external chat routing engines:
  - › OEM integration with Cisco contact center products.
  - › Packaged integrations with Avaya and Aspect.
- ▶ Route chats from queues to agents in two ways: Assign chats automatically to available agents using load balancing. Or, allow agents to pull chats.
- ▶ Force agents to enter a resolution code for the chat before completing it.