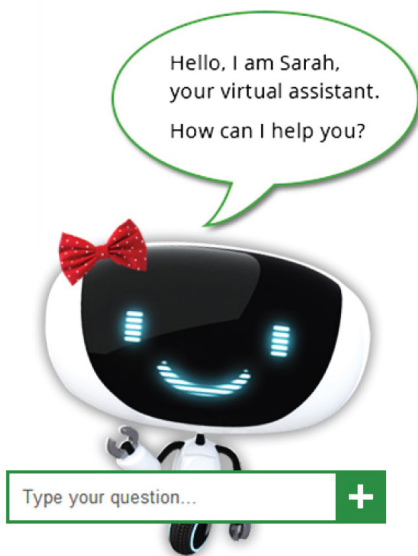


# eGain<sup>®</sup> Virtual Assistant<sup>™</sup>



Your website is an extension of your business. You must deliver a unique and satisfying customer experience in order to gain customers and sustain relationships over time. Superior customer service on the web will increase your sales conversion rate, create customer loyalty, and lower your overall support costs.

**EGAIN VIRTUAL ASSISTANT** is a life-like, conversational agent providing an interactive and personal way for users to get answers and assistance on your website, 24 hours a day, 7 days a week. A customer simply chats with your assistant, and the assistant acts as an agent, providing answers, processing data, and solving customer problems. eGain Virtual Assistant provides frontline support so your customer service staff can concentrate on more complex tasks.

## Provide better customer service immediately

eGain Virtual Assistant can be up and running on your website within a matter of days, helping your customers and reducing the burden on your agents. Your assistant already knows how to complete common business tasks, and upon installation will:

- ▶ Greet users on your site
- ▶ Answer FAQ
- ▶ Take users on a tour of your site
- ▶ Conduct surveys
- ▶ Escalate issues to a live agent when the assistant doesn't know the answer

All you have to do is teach your assistant the specifics about your company, products, and services. For customers who are already leveraging the power of eGain's other interaction channels, eGain Virtual Assistant provides intelligent escalations for a more streamlined and comprehensive service solution.

## Give customers the answers when they want them

Customers can visit any website they want. If you want them to make spending decisions at your site, then you must assume responsibility for their satisfaction. Shoppers demand information and assistance any time of the day or night. They don't want to struggle with a search engine or wait for an email response to a simple question.

eGain Virtual Assistant provides a fast, interactive way for your customers to find what they want, when they want it. In providing an assistant on your website, you are ensuring their satisfaction. The assistant tells your customers: Don't worry, I can probably solve your problem right here and now and if I can't, I'll get someone who can. Your assistant even recognizes when it doesn't have the right answer, and escalates the user to an agent

**Its [eGain's] conversational, emotionally and culturally tailored chat bot is best integrated offer among the participants in this Magic Quadrant and can be tailored to deliver service experiences that are consistent with a company's brand.**

Gartner Magic Quadrant on Web Customer Service

through live chat or email. Satisfied customers will show their gratitude for your service by shopping at your website.

### **Provide self-service customers really use**

A personable, polite, and engaging employee at a retail store is a valuable asset. Such a person can put customers at ease, offer assistance, and make them feel comfortable with their buying decisions. The same holds true for communication on a website. Customers feel more comfortable conversing with an employee than typing words in a search box.

eGain Virtual Assistant can be as engaging and valuable as a human employee. An assistant has the personality and character of a human representative—one that provides entertainment and support, and evokes trust, commitment, and loyalty in users. Customers interacting with assistants have a similar reaction to people who are watching TV. They tend to suspend their disbelief and treat the assistant as if it were a real person.

To reinforce and leverage your brand, you can modify the appearance, tone, and personality of your assistant to best reflect your company's message and style. eGain Virtual Assistant projects a consistent image for your company and can aid in integrating your brand and identity into your customer communications.

### **Save time and money**

Every agent knows that some questions get asked more often than others. This phenomenon is commonly referred to as the 80/20 rule: A small number of questions account for a large majority of call volume. Why pay an agent to answer those common, simple questions? Why impose a lengthy queue when only 20% need live assistance? eGain Virtual Assistant dramatically reduces support costs, shortens queues, and improves the customer experience—all at the same time!

### **Learn from each customer visit and keep them coming back for more**

Some companies would have you believe that you can have a relationship with your customers by analyzing how they click through a website. If you want to know what is in your customer's mind, just ask them. But don't expect them to fill out a form. Ask them during a natural conversation like when the customer pays the assistant a compliment, expresses satisfaction, or asks a personal question. Shoppers like to interact with eGain's chat bot and have the bot interact back. eGain Virtual Assistant remembers the sequential visits of your customers and can prompt users based on prior conversations. And, since your assistant always asks permission to gather information, your customer's privacy is assured.

eGain Virtual Assistant has a reporting tool that allows you to follow your customers thought processes and identify ways to enhance the site to better meet their needs. Reporting provides real-time access to all customer dialogs, and a query tool for generating graphical reports showing how your customers are responding to survey questions. This data can be shared with other groups within your company to ensure your site (and company) is truly customer-focused.

## **The eGain 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. contact center productivity, service consistency, business process efficiencies, and self-service adoption.