



easy with eGain 

eGain + 

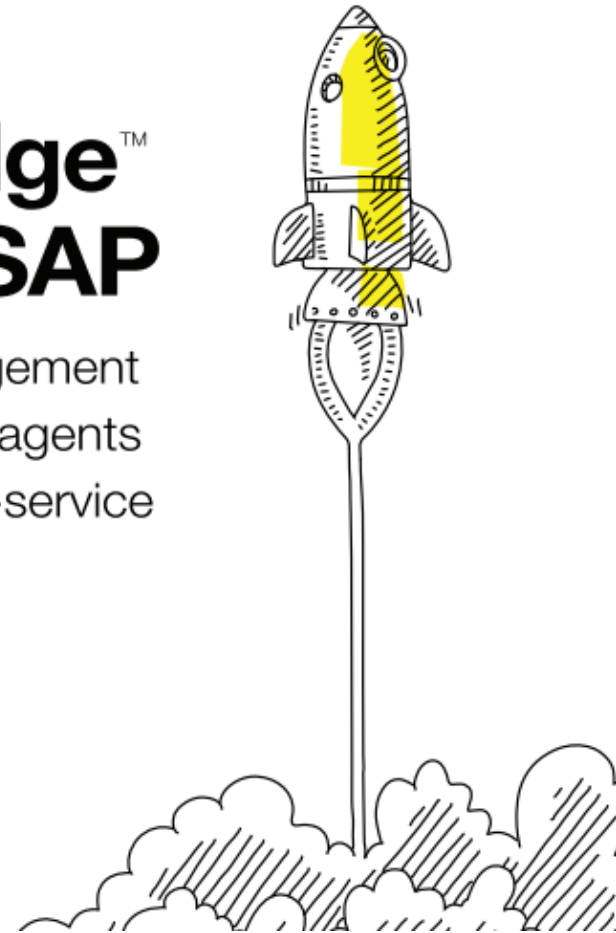
———— BETTER TOGETHER ————

eGain Knowledge™ Hub for SAP

Knowledge management
for contact center agents
and customer self-service

Anthony Gray
VP, EMEA

12TH July 2024



The problem

Businesses worldwide spend \$1.5 trillion annually on customer service*

- 1 Financial challenge

Businesses must reduce costs to expand profitability
- 2 Operational challenge

Lack of trusted answers leads to ineffective customer self-service and poor agent performance
- 3 Technology challenge

Knowledge systems cannot deliver trusted answers because content is in silos and knowledge creation and curation is expensive.

*McKinsey Digital Report, June 2023

Gen AI alone won't solve all your problems

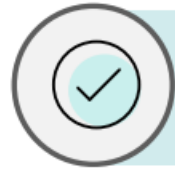
“By 2025, **100%** of generative AI virtual customer assistant and virtual agent assistant projects that **lack integration** to modern knowledge management systems **will fail to meet** their customer experience and operational **cost-reduction goals.**”

Gartner

Market Guide For Customer Service Knowledge Management Systems
10th June 2024

The solution

AI Knowledge will revolutionize the entire customer service function



Technology Solution

AI Knowledge delivers trusted answers to customers and agents by automating the creation and curation of knowledge.



Operational Impact

Trusted answers lead to increased customer self-service and all agents can effectively resolve all contacts



Financial Outcome

\$460 billion in potential cost savings annually

Who we are

We are a profitable, public SaaS company with HQ in Sunnyvale, CA

We serve 200+ global enterprises from our offices in US, UK, Germany and India

We are the #1 AI Knowledge Platform for Customer Service

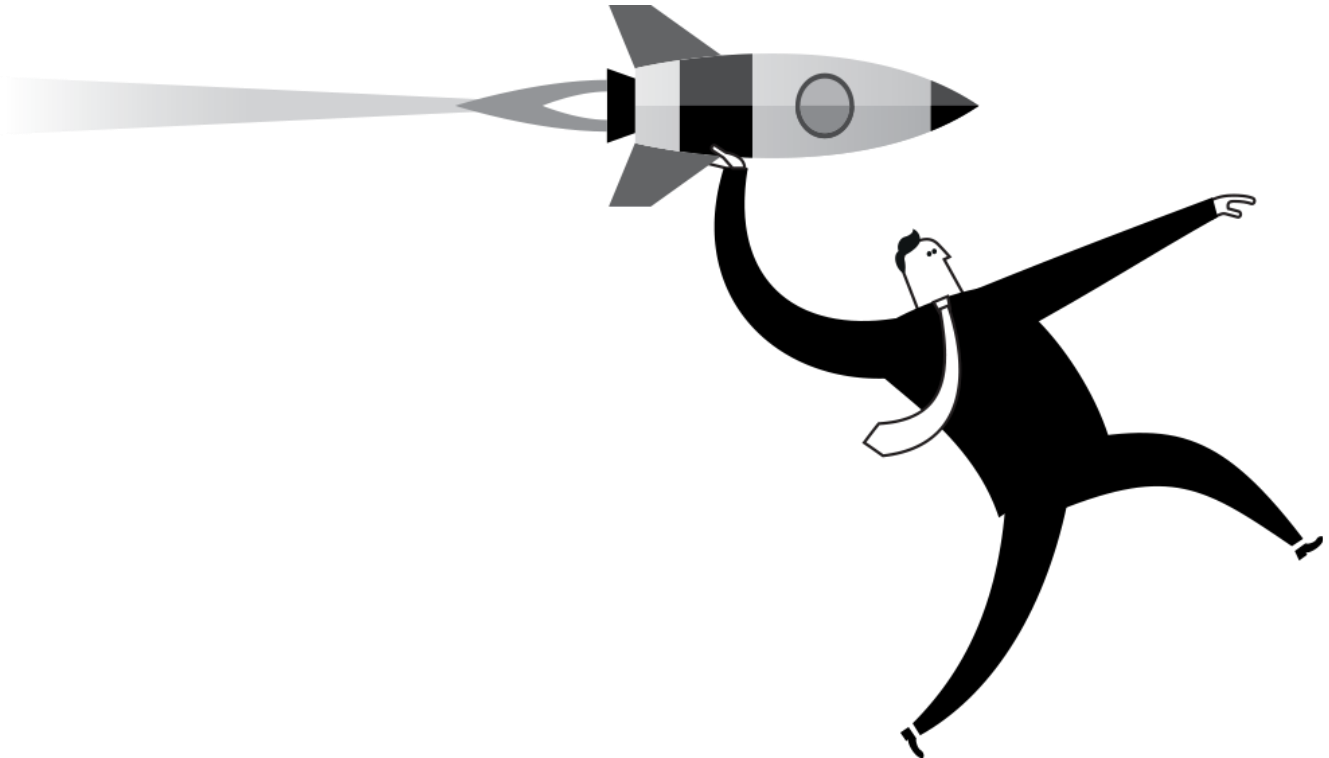
We help clients

reduce cost of service by

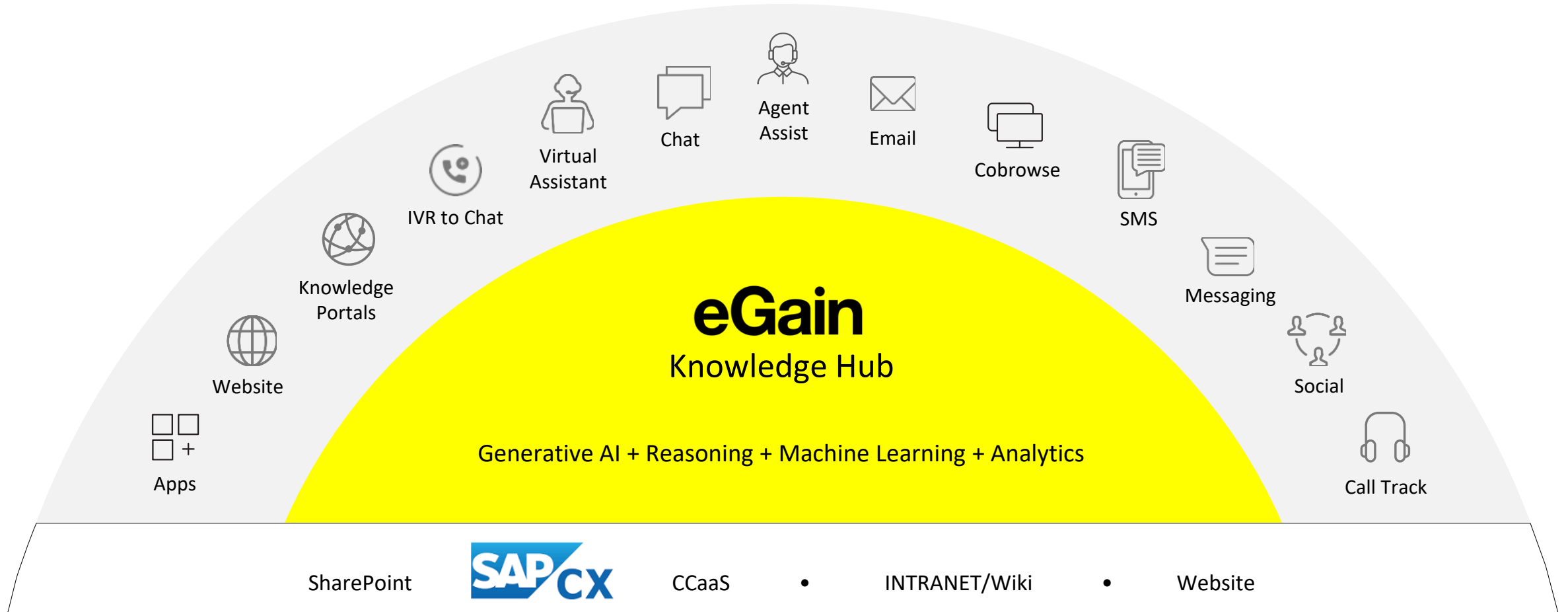
45%

improve NPS by

20+ points



What we offer



eGain
Knowledge Hub

Generative AI + Reasoning + Machine Learning + Analytics

Apps

Website

Knowledge Portals

IVR to Chat

Virtual Assistant

Chat

Agent Assist

Email

Cobrowse

SMS

Messaging

Social

Call Track

SharePoint



CCaaS

• INTRANET/Wiki

• Website

#1 AI Knowledge Platform

Gartner®

#1

Knowledge Management
Digital Engagement
Composable Architecture

— —
Gartner Critical Capabilities Report on
Customer Engagement, 2023

FORRESTER®

#1

Current Product Offering

— —
Forrester New Wave Report on Digital-
first Customer Service

Gartner®

#1

Peer Insights
Customer Review



When our customers succeed, we succeed

Gartner
Peer Insights



4.9/5

in last 12 months

“Powerful Knowledge
Management application.”

\$6B Telco Provider

“Brings us closer to
our goal of operational
excellence.”

\$48B Insurance Carrier

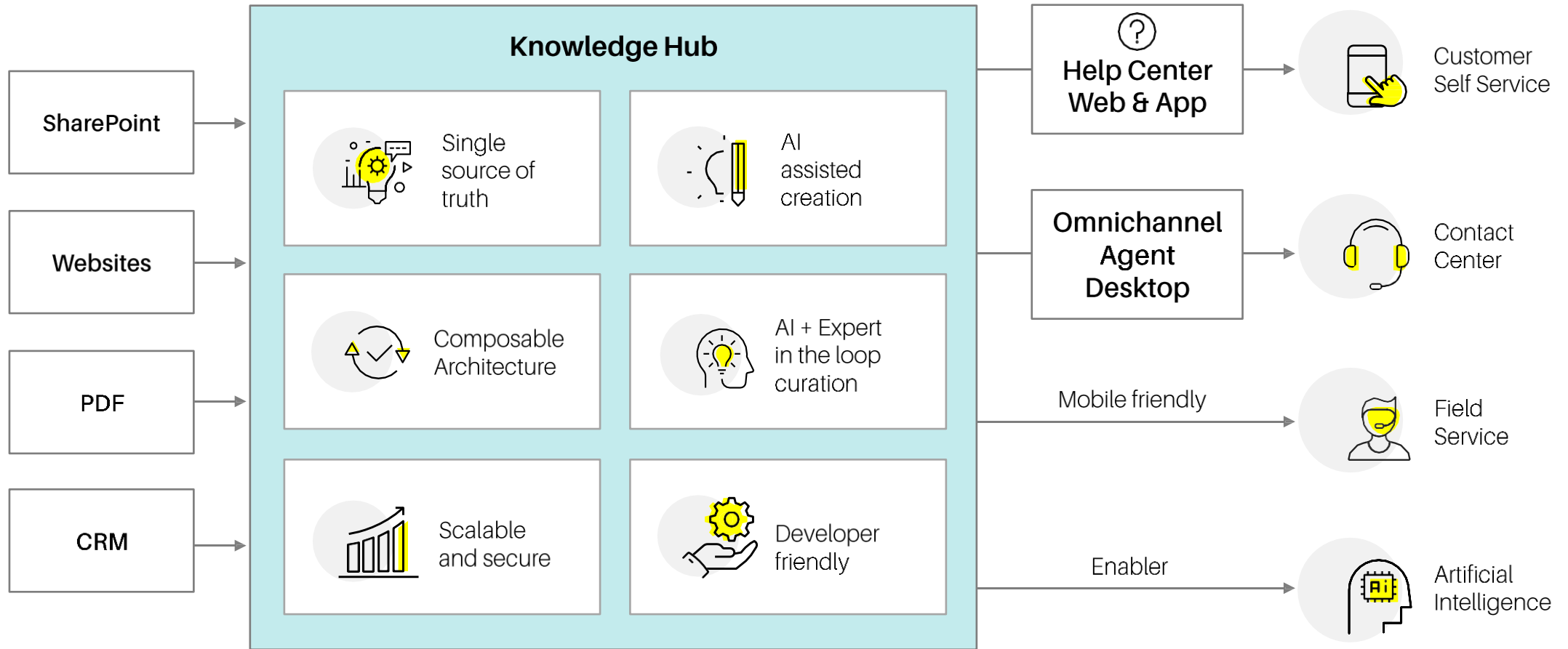
“Solid go-to solution
for Knowledge
Management.”

\$2B Software Provider

“Easy to work with, lots
of options, and a great
partner rather than just
another vendor”

\$3B Utility Company

eGain Knowledge Hub delivers trusted answers to customers and agents using AI



eGain AI Knowledge integration with SAP CX v1

The screenshot displays the SAP Sales Cloud interface for a ticket titled "641 - identifying a water leak". The ticket is assigned to Emma de Vries and has a "Normal" priority and "Open" status. The main content area is divided into several sections:

- Description:** A text box containing the message: "Hey Vitens! Can you help me with some guidance how I can identify a potential water leak in my home? Thanks! Emma".
- Customer:** Details for Emma de Vries, including her email (joost.janssens@gmail.com) and contact information.
- Category:** Service Category and Incident Category.
- Product:** Installed Base, Product, Serial ID, Coverage, and Warranty information.
- Timeline:** A message from Emma de Vries dated 08.05.2024 at 09:05, containing the same text as the description.

On the right side, there is a "Mashup Side Pane" displaying an AI-generated article titled "Spotting a Leak". The article includes the following content:

Home > Utility > Leaks > Spotting a Leak
ARTICLE ECV3-2339 Copy article content
Copy article link

Spotting a Leak

Checking for leaks is something everyone should do regularly.

Tell-tale signs to help you spot leaks include:

- Damp patches in or outside the property
- Lush vegetation in dry periods may be indications of leaking pipes
- Leaking toilets
- Leaking overflow systems
- Metered customers

If your meter reading or bill is unusually high it may indicate you have a leak.

You can use your meter to check if you have a leak on the pipework after the meter:

1. Turn off all taps
2. Find your water meter and take a reading (including the red digits)
3. Do not use any water for a length of time (eg overnight or while you are out for the day).
4. Read the meter again. If the second reading is higher than the first there may be a leak.

Was this article useful? 🍷 🗨

eGain AI Knowledge integration with SAP CX v2

The screenshot displays the SAP CX v2 user interface for a customer case. The main area is titled 'Case | 82 Washing machine won't empty' and is divided into three steps: '1 Information Gathering *', '2 Troubleshooting', and '3 Resolution *'. The current step is 'Information Gathering', which includes a 'Capture Issue Details *' section with a 'Set Step to Done' button. Below this is a 'Timeline' section with tabs for 'General', 'Related Entities', and 'History'. A single interaction is shown: 'Case Created: 82 | Washing machine won't empty' on Wednesday, December 13, 2023, at 08:05 AM.

On the left, a dark sidebar provides case details: 'Case 82 Washing machine won't empty', 'Default Case Type', 'eGain Corporation' account, '5/15/2024, 2:32:24 ...' changed on, 'Open' status, and 'Normal' priority. It also lists 'Category', 'Service Level', and 'Case Details' such as 'Contact: Mary Davis', 'Assigned To: vernon lees', 'Reported By: Mary Davis', and 'Reported on: 12/13/2023, 8:04:00...'. The top navigation bar includes 'Home', 'Cases', a search bar, and user profile 'vl'.

On the right, the 'eGain Knowledge' panel is active, showing a search bar and a breadcrumb 'Home > ... > GH Appliances - Washing Machine'. The main content area asks 'What type of appliance are you having problems with?' and provides a 'Collapse Guidance' link. Below the question is an image of a washing machine and a list of radio button options: 'Refrigerator', 'Freezer', 'Washing machine', 'Tumble drier', 'Washer/drier', 'Dishwasher', and 'Other'. The 'Washing machine' option is currently selected.

AssistGPT Transforms Content Creation



KNOWLEDGE *easy with eGain*

DEPARTMENT: EightBank Financial | + Article | James

AUTHORING

- My Work
- Quick Access Lists
- Articles**
- Case Bases

MANAGEMENT

- Article Types
- Compliance Policies
- Workflows

PUBLISHING

- Topics
- Portals

Articles

PROD-4047 DRAFT

Presales > SGhoreishi

New Article

Search: Name begins with...

Article Title	ID	Author	Date
Credit Card Application	PROD-4022	James Ghoreishi	11/08/2023
New Article	PROD-4047	James Ghoreishi	05/17/2024

Source | Q | [Icons] | m+ | m | [Icons]

Auto Save

1 of 1

Properties

- James Ghoreishi
- 05/17/2024 12:32 PM
- English (US)

PUBLISHING DATES

Availability Date: 11/15/2023 05:04 PM

ARTICLE TYPE

Type: General

QUESTIONS

NOTES

Premier mobile network in the UK



27.5M

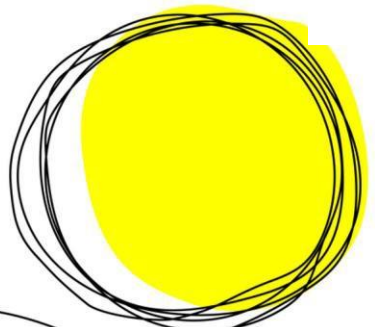
Subscribers

3.5M

Contacts every month

600

Retail stores



easy with eGain 

Why eGain?

Results



Agent Training time

43% reduction

Speed to Competency

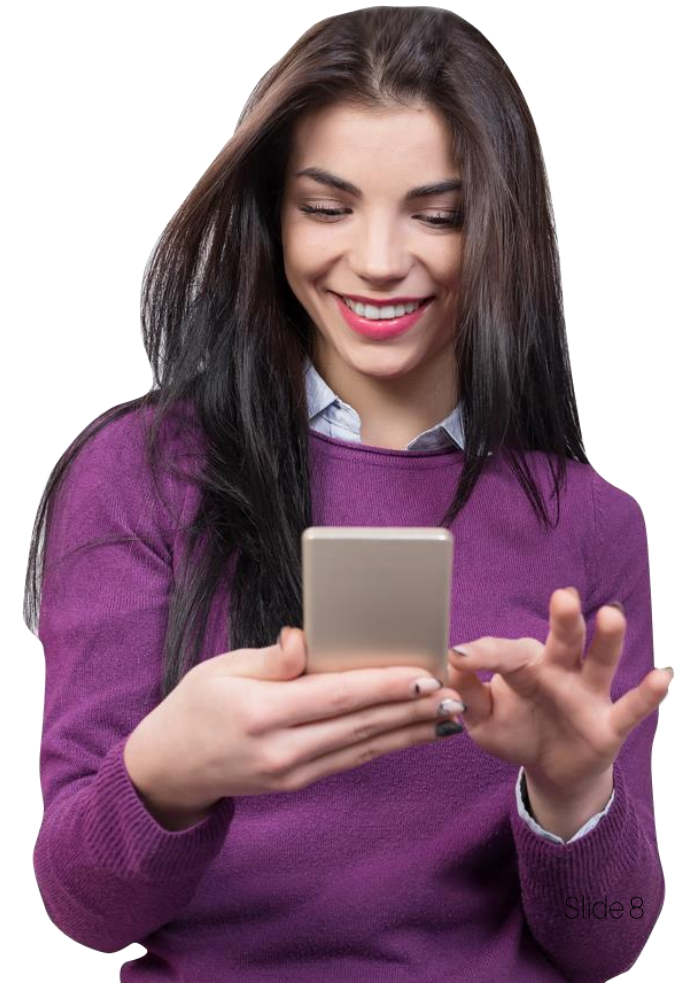
2x faster

FCR

37% improvement

NPS

25 points improvement



Slash knowledge build time and cost with eGain



European Energy Company

5X
Faster Knowledge Base
build using AssistGPT

6X
Reduction in “failure to
find answer”

Client Success

Challenge

Tools could not address
evolving customer inquiries

Lack of trust in knowledge
answers, hence poor use

Poor agent experience & CSAT

Worsening handle and hold
times

Knowledge Hub

How we are solving it

Gen AI powered
process to create
knowledge base
starting with call
transcripts

SME & Knowledge
Consultants
collaborated to
deploy knowledge
quickly and safely

Analytics for
Knowledge usage
and agent
performance to
optimize quality

Improved Agent
Experience with
easily accessible,
relevant knowledge

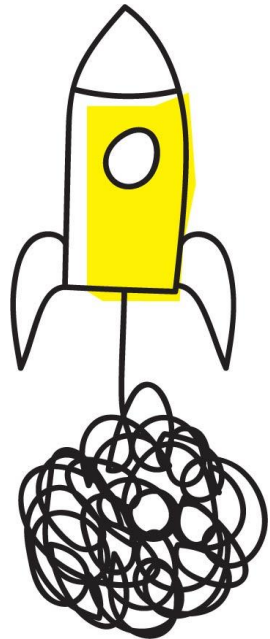
Intelligent content
authoring to boost
findability and use

Contextualized
Knowledge to
deliver to agent
needs in the
moment of truth

De-risk your vendor selection process

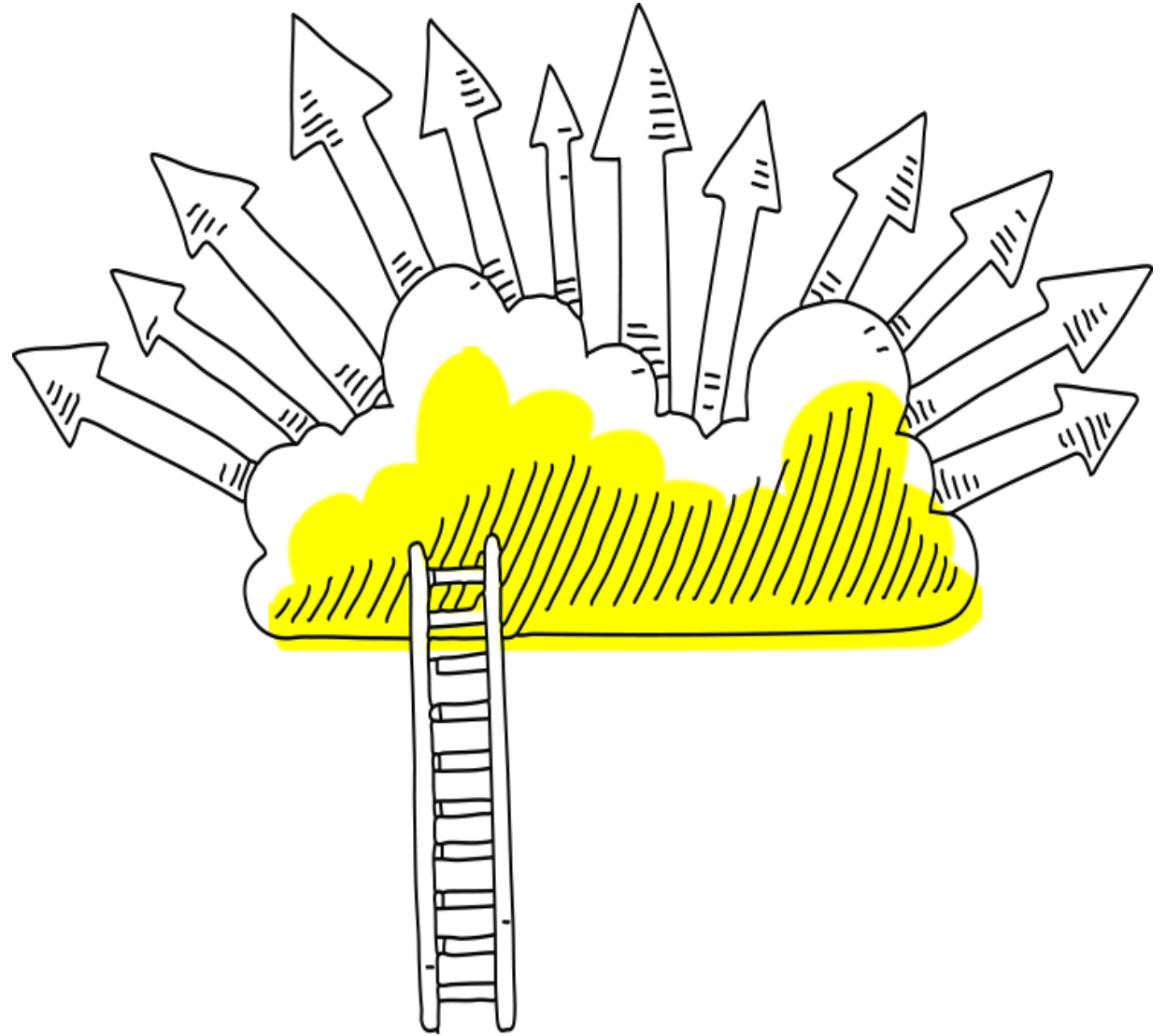
eGain Innovation in Thirty Days

No Cost, No Risk, Guided Pilot



- Guided innovation consumption model that is no-cost, safe, easy & risk-free
- Your use case, your data, our product, our cloud
- We do quick discovery & config, then you use the product. We guide as needed.
- At the end, you decide. Continue or quit
- **Experience our product in a month**

AI Knowledge for Service



eGain