eGain for Amazon Connect

Powering easy, digital-first, omnichannel customer experiences across touchpoints.

Why eGain?

- Easy, connected, omnichannel experiences for the customer, agent, and the business
- Agent time to competency improvement up to 75 percent
- NPS (Net Promoter Score) improvement up to 20 points
- FCR (First-Contact Resolution) improvement up to 25 percent
- Self-service deflection up to 60 percent

Product Overview

Based on the AWS public-cloud infrastructure, eGain for Amazon Connect powers connected, easy customer experience across all omni-channel touch points. Its digital-first, omnichannel advisor desktop is powered by Artificial Intelligence (AI), knowledge, and analytics.

Product features

Digital-first, omnichannel desktop
- Messaging, SMS, in-app, social, web, email, co-browse, video, click to call, and phone
- Virtual Assistant for agents

AI everywhere
- AI self-service, AI contact routing, and AI process guidance
- Virtual assistant delivers intelligent and branded self-service

Hyper-personalized knowledge
- Top-rated, analyst-awarded knowledge management software, guarantees quality customer service by infusing your customer service agents with personalized knowledge
- Distinctive, productive, brand-aligned self-service experiences

Connected analytics
- Comprehensive Digital, Journey, IVR, and Contact Center analytics to improve operations efficiencies
- Rich, out of the box reports and configurable dashboards
How it works

The integration of eGain and Amazon Connect allows for businesses to deliver omnichannel service that is cost-effective, reliable, and scalable.

Differentiators

- Open and secure platform with extensive platform APIs and a comprehensive developer portal
- Rich, out-of-the-box applications for digital-first, omnichannel engagement, guided by knowledge, AI, and analytics
- AI-driven process guidance across all touchpoints
- Personalized knowledge with centralized content management and multiple search methods for self-service and agents
- Connected Journey, IVR, knowledge, and contact center analytics with rich, omnichannel operational reports and dashboard
- Risk-free consumption model with no-charge production pilot and best practice guidance in eGain Innovation in 30 Days
eGain enables businesses to deliver a comprehensive omnichannel experience to its customers

**Challenge**
A British telco’s customer service operations, involving more than 10,000 advisors, were spread across the UK and India. Not surprisingly, the performance was inconsistent, varying between one region and another, from one agent to the next.

**Solution**
The telco chose eGain Knowledge in the eGain Cloud for the customer service transformation. The AI-powered guided help capability in eGain’s knowledge solution was central to the transformation strategy.

**Benefits**
- First Contact Resolution improved to 85%
- Net Promoter Score (NPS) improved by 20 points and there were fewer customer complaints
- Agent training time was reduced by 43% (from 14 to 8 days)
- Speed to competency of agents improved by 50%

"You could prove it statistically time and time again. People long-term, new starters, that were following Guided Help had better performance metrics than those who didn’t follow it correctly."

Head of Customer Technology and Innovation, Leading UK Telco

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**Additional Resources**

- [eGain for Amazon Connect](#)
- [eGain for Amazon Connect on AWS marketplace](#)
- [Quick Start Guide](#)
- [Integration Guide](#)
- [eGain demo](#)

Solution available in [AWS Marketplace](#)