

The Knowledge Imperative

Transforming Citizen Service Experiences

Stephen Kennedy

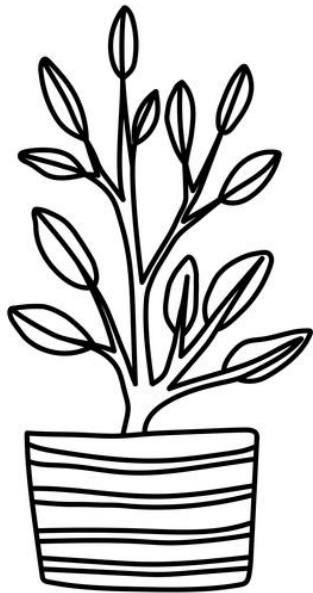
Director of solutions
Corporation

easy with eGain 



May 2023

About eGain



Founded: 1997

Headquarters

Sunnyvale, CA USA

Offices in EMEA and APAC

What we do

#1 Customer engagement automation solution

- Knowledge management
- Analytics
- Artificial Intelligence
- Digital engagement

Industry focus

Government, financial services, telco, retail, health
Enterprise B2C

Compliant with privacy and security standards

FedRAMP, HITRUST, HIPAA, PCI, NIST SP 800-53

Trusted by leaders

FINANCIAL SERVICES & INSURANCE



TELECOM & MEDIA



RETAIL & MANUFACTURING



FEDERAL & STATE GOVERNEMENT



HEALTHCARE



Top-rated

Gartner®

1

Digital Engagement +
Knowledge Management +
Engagement Automation

Gartner Market Guide on Knowledge Management
Gartner Critical Capabilities Report on Customer
Engagement

FORRESTER®

1

Current Product
Offering

Forrester New Wave Report on Digital-
first Customer Service



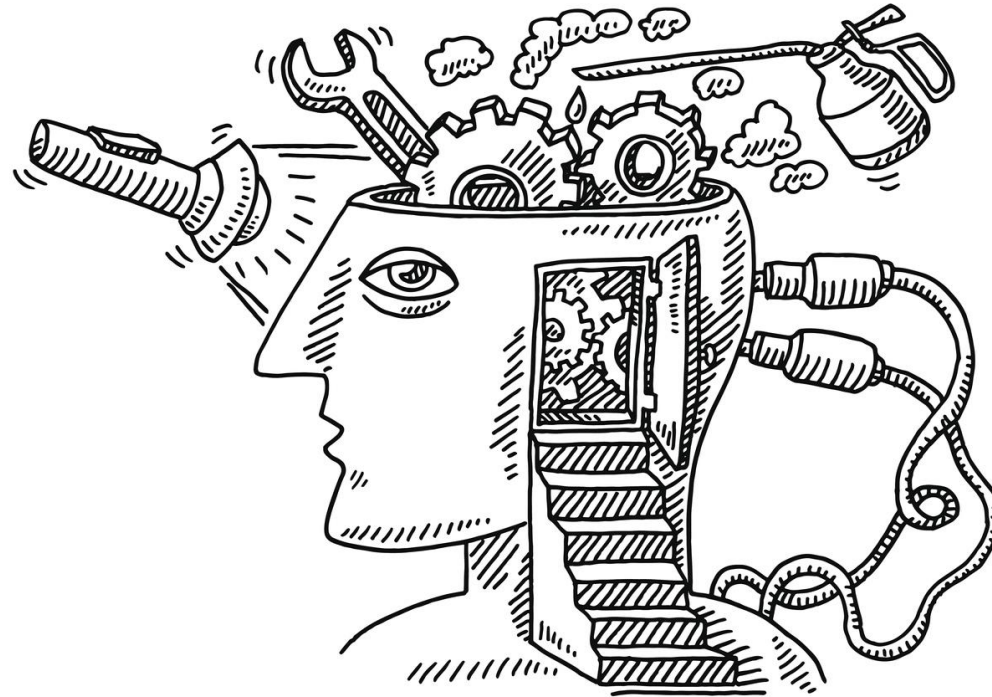
Rated # 1 by customers

KM World Readers' Choice
for 2022

Agenda

- **State of Citizen Service**
- **The Knowledge Imperative for the Government Sector**
- **Best Practices**
- **eGain Knowledge Transforms Citizen Service**
- **Risk-free KM adoption: No Oxymoron**

State of Citizen Service



Citizen Service

Trust in government
has been eroding since
the peak in the sixties



80%

of government officials agree
agencies have not gone far
enough in digital transformation

Deloitte.

Federal government
sector scored the lowest in
CX 2019, 2020 and 2021



52%

felt that digital customer
service had worsened for
the government sector

 dimensional research

The problem

1/3

of the workforce is eligible to retire in the next five years



57%

of consumers say they got different answers for the same question across touchpoints



84%

of contact center agents hate their tools



Why Knowledge for Government?

**Digital transformation
initiatives will be stymied
without modern
Knowledge management**

“

The rapid creation and retrieval of relevant content and knowledge is critical to improving the overall customer experience.

“

Knowledge management is the **#1 technology** that can simultaneously elevate customer, agent, and business experiences in 2022 and beyond.

Gartner

Win-win-win!

Citizens

Easy, fast access to answers

Consistent answers across touchpoints

Agency

Better operating performance

Improved FCR and reduced repeat contacts

Cost savings amid budget cuts

Improved trust in government

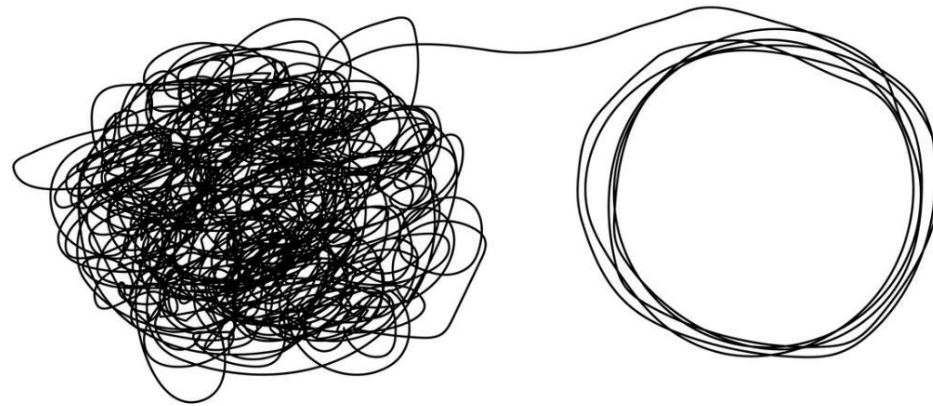
Agents

Increased confidence

Reduced stress

Solution

Modern Knowledge Management



Modern Knowledge Management

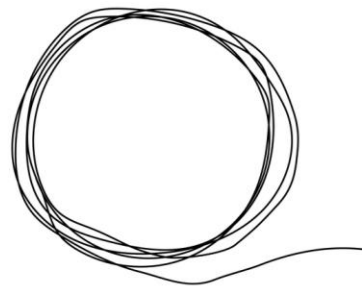
What

Content

- Data
- Information
- Policies
- Procedures

Knowhow

- Conversational Guidance
- Process Guidance
- Compliance Enforcement



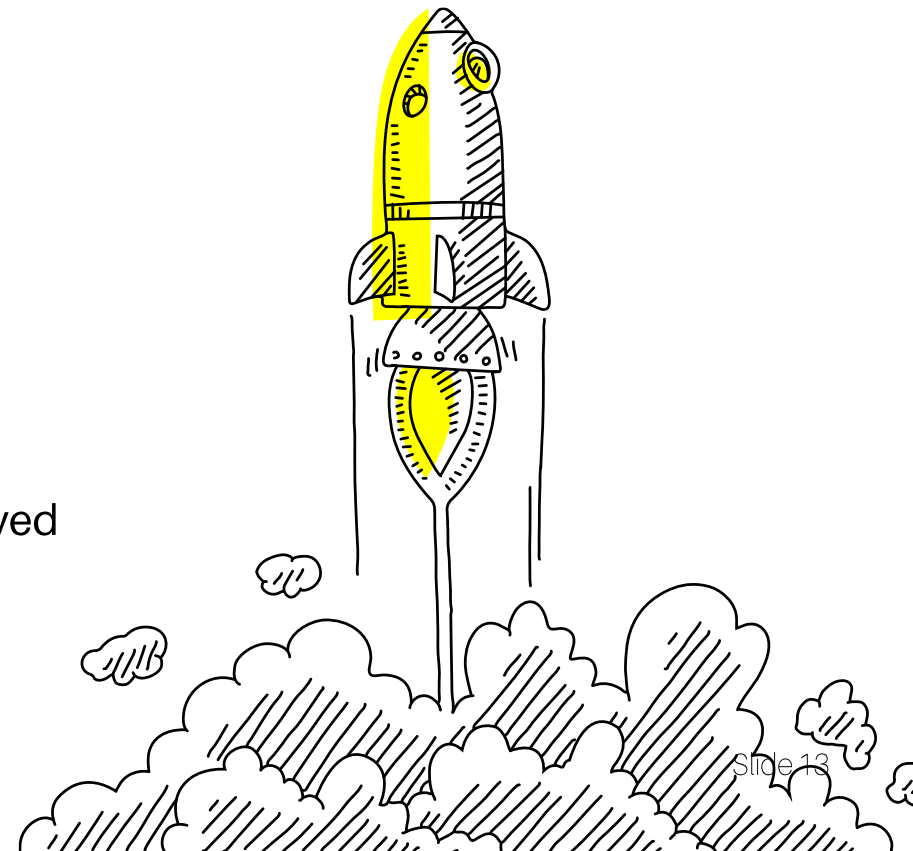
Modern Knowledge Management

How

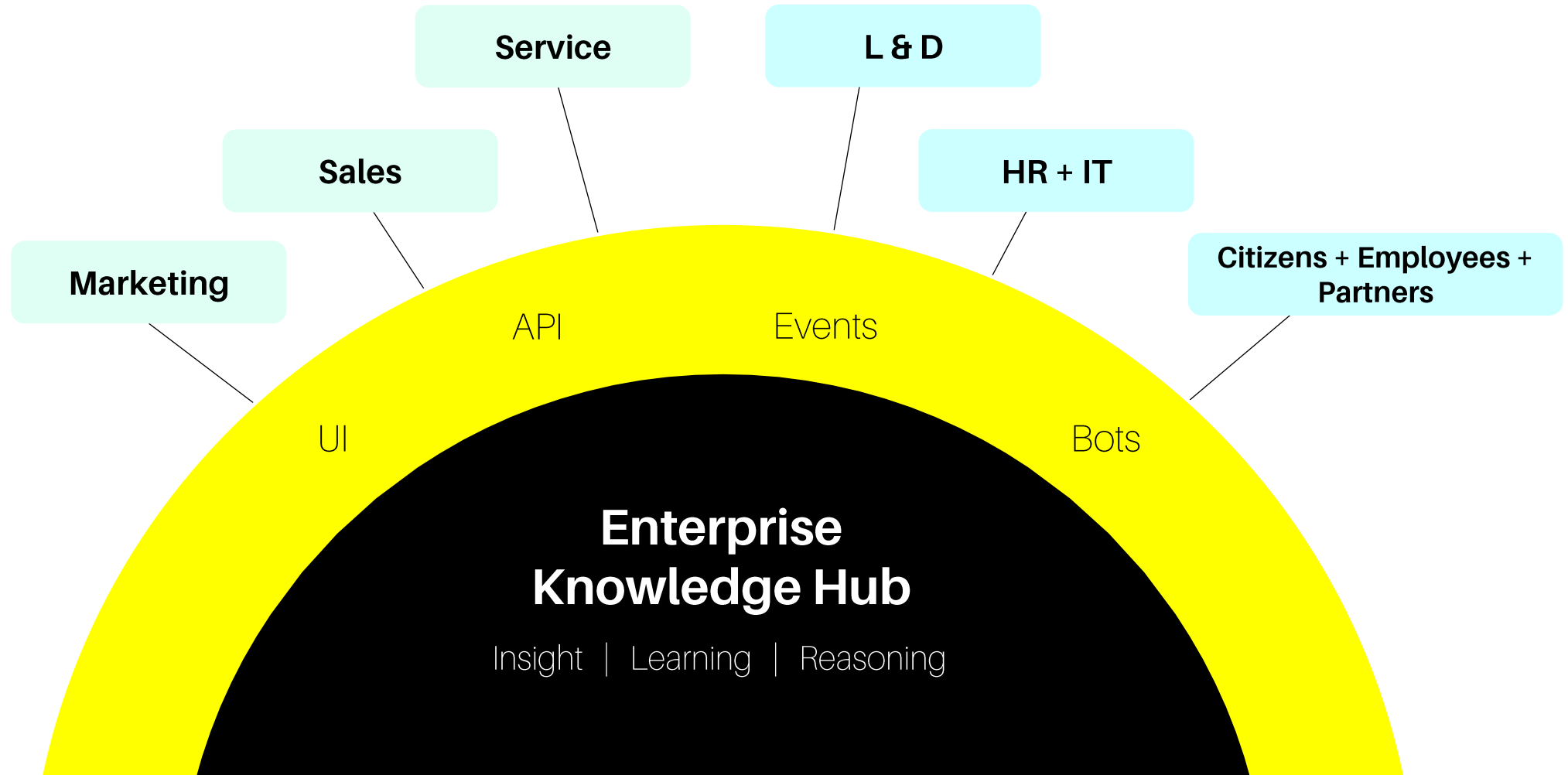
Centralized in Hub

Served Everywhere

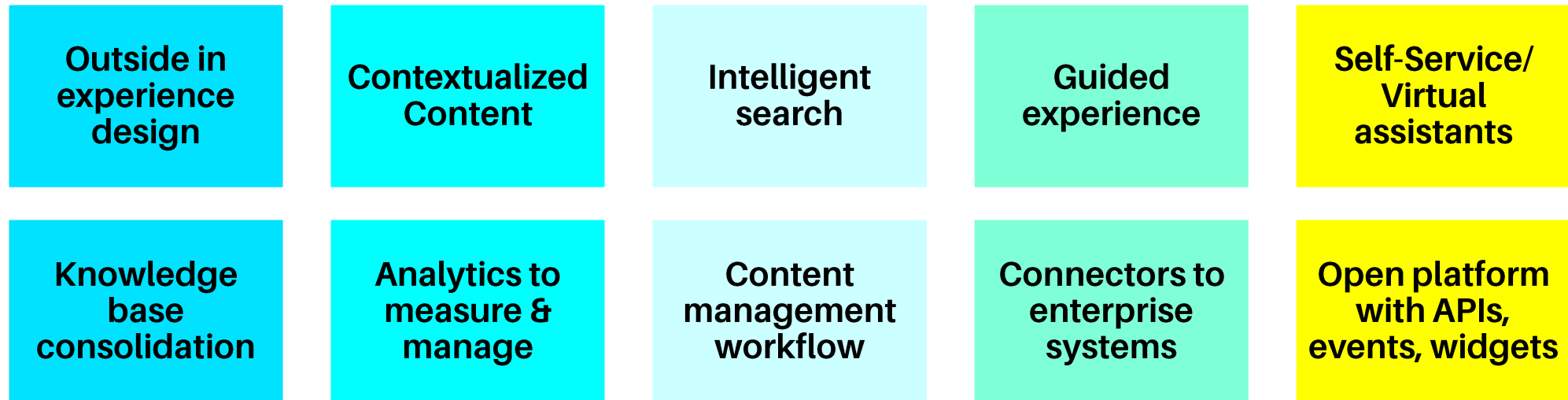
- Omnichannel
- Portals
- Widgets
- Embedded
- Proactive and on-demand
- One-and-done and long-lived
(ala coaching)



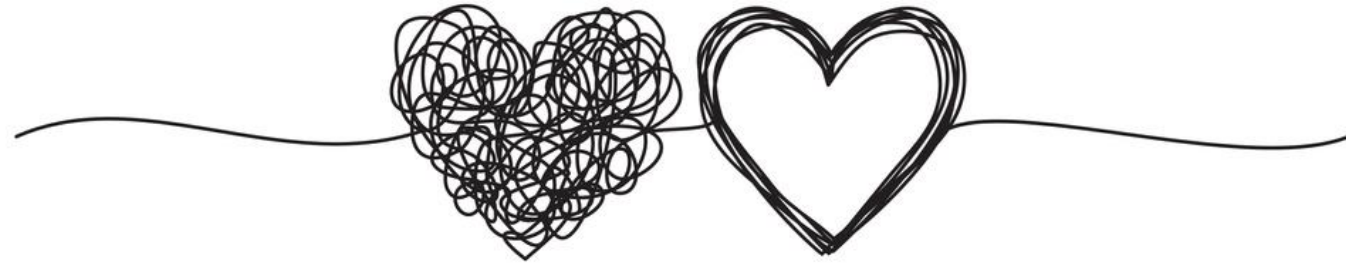
The eGain Knowledge Hub



The eGain Knowledge Hub **unifies and orchestrates!**



eGain Knowledge Transforms Citizen Service



Behemoth
government
agency
assisting more
than 50 million
taxpayers a year

70%
of incoming calls
are deflected to
virtual assistance

Agent engagement
elevated to **92%**
vs. industry
benchmark of 67%!

Federal Employee Viewpoint Survey

25%
reduction in case
handling time

400%
more taxpayers' services per hour
using Knowledge deflection

A government health care agency saved millions with Knowledge guided citizen service

154,000
employees

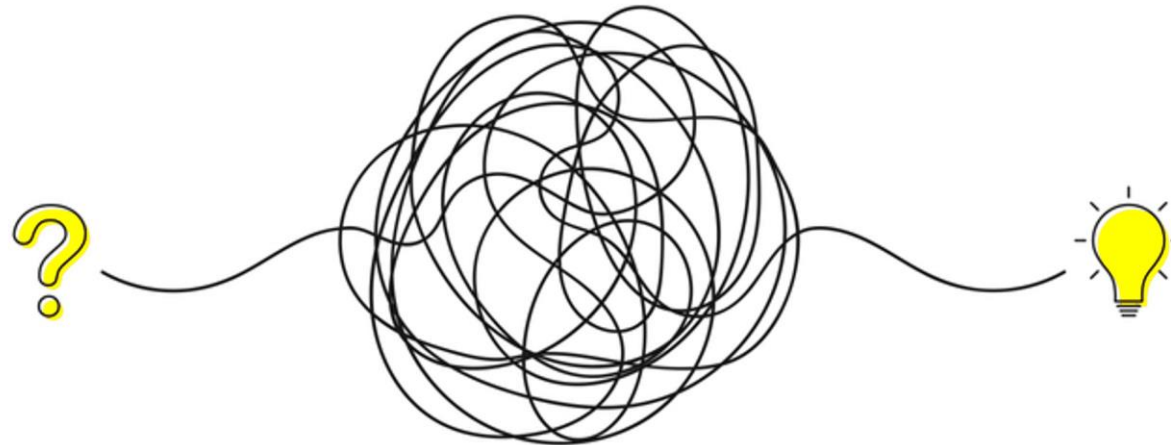
25M
Citizens served

30%
projected decrease
in service costs

33%
increase in Forrester
CX index

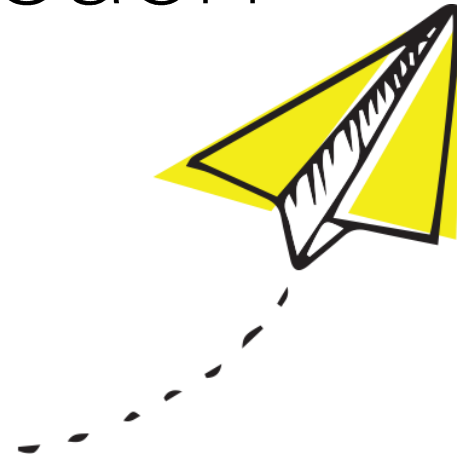
- **Starting with Knowledge in the flow of work for cc agents, then adding thousands of employees**
- Speeds up employee onboarding and training
- Agency experienced “phenomenal success” with the eGain Knowledge Hub
- Full payback within 9 months

eGain Knowledge Hub in action



Risk-free KM Adoption

A new approach

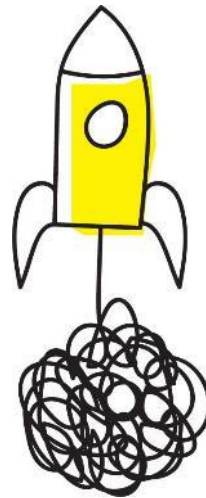


One-of-a-kind offer

eGain Value Model

Modelling Your Business Value

- Showcase the value you will see from the solution
- Bring 20+ years' experience and apply it to your business challenges
- Delivers a personalized model, baselined with your own business data
- See how the value builds over time as your solution road map progresses
- **Demonstrable business returns**



eGain Innovation in Thirty Days

No Cost, No Catch, No Risk

- Guided innovation consumption model that is safe, easy, and risk-free
- Your use case and our product, our cloud
- Two weeks of discovery and config
- Two weeks of operation
- Then you decide: continue or quit
- **Experience CX in one month**

easy with eGain



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