Leading Manufacturer of Doors and Windows Designs
Exceptional Customer and Agent Experiences With eGain Knowledge

COMPANY
The century old manufacturer of windows and patio doors is easily the most recognized and used brand in its segment. It operates out of 23 locations in North America, has 13 manufacturing sites, and 9000 employees who sell across North America, South America, Europe, Asia, and the Middle East.

CHALLENGE
The manufacturer has a product lineup that runs into several thousand items. Getting agents trained on them took years. Till then, and without the help of any diagnostic tool, the contact center agents did their best to provide the right answers and replacement parts to customers. The business realized that this gap in knowledge was directly impacting the company’s service quality as half of all customer service calls were either for replacements or led to field service. According to the Business Consultant and Contact Center Manager, "When we actually took a deeper look at our metrics for quality we realized that we were sending 1 in every 22 parts wrong! And as we started looking at that, we realized it was because we didn't have a good diagnostic tool."

Additionally, a large part of their customers were going to the website for self-service help, but ended up calling the contact center because the website was designed for technical customers—builders, contractors, home store owners, and even institutions—and not personal users. In one year, customer service contact center agents were handling 850,000 phone calls.

The company knew that it would have to design and deliver exceptional customer and agent experiences, to align with its premier brand value, product reputation, and promise of service quality.

SOLUTION
The manufacturer chose eGain Knowledge+AI™ and eGain SelfService+AI™ to give agents and customers easy access to accurate knowledge. eGain Guided Help™, a patented Artificial Intelligence case-based reasoning capability, embedded in the knowledge solutions, was the deal clincher, though. No other vendor offered this capability and the company considered it essential for solving issues related to its vintage products (that is, products that were 20 years or older). Finally, the manufacturer

Errors in identifying replacement parts have reduced 33%
chose to go with a cloud deployment to enable quick changes.

The customer facing self-service portal was brand-aligned and recreated for home owners. Knowledge articles, that included visuals and videos, were created for the most common questions. The guided help capability was adapted to innovatively use images for higher accuracy in answering product questions by both customers and agents. Crucially, the transition between the eGain portal and the company’s online parts website was made seamless so that customers who had to buy parts would be able to close the transaction online.

RESULTS

Agents love the search capability and visual representation in the new system. The agent console empowers them to reply to customer emails directly and make live changes to articles. Errors in identifying parts have reduced 33%, and the quality metric has improved. There are 40,000 visits to the customer self-service portal and articles per month. The online parts store has made 1400 sales from leads from the self-help website. And the YouTube video guides have already got over a hundred thousand hits along with fabulous customer feedback. The manufacturer has made a resounding comeback to world class customer engagement.

In the pipeline now is an integration with the company’s home grown CRM tool, and a plan to extend the AI capability to other divisions, companies, and service providers.