Founded over 125 years ago, this company’s portfolio of over 1000 beauty products is sold in over 100 markets in 15 countries by 6.5 million direct sales representatives. They collectively generate over $11 billion.

Supporting 6.5 million representatives requires a big investment in systems. Increasing sales put significant stress on legacy applications and forced support agents to learn multiple systems to solve a single problem. The company wanted a better support experience while reducing costs through increased self-service. It also wanted to mine social media to tap the “voice of the customer.” The solution team asked top sales representatives how to better support them in key areas of product availability, order processing, fulfillment, delivery, account management, and returns. They found that support agents were overloaded and unavailable during peak hours, not viewed as knowledgeable, and had no consistent understanding of how to effectively resolve issues.

In order to address service issues, the company chose eGain Customer Engagement Hub™, unifying a “single source of truth” behind voice, chat, email, self-service, and social media. They picked eGain SelfService™ to deflect a significant number of common informational questions from live support. To reduce escalations, they chose eGain Virtual Assistant™ to tap a shared knowledge base and conversationally determine “the question behind the question.” They selected eGain Knowledge+AI™ and used the AI reasoning capability in eGain Guided Help to get accurate solutions to complex issues. eGain workflows modeled best practice processes, shortened turnaround times, and reduced second contacts. They added eGain Chat™, eGain Mail™, and eGain Social™ to unify the experience for the sales representatives and increase customer satisfaction.

“The solution combines speed, consistency, accuracy, and a better experience for reps and customers,” says their Executive Director of Customer Care. “It’s flexible and configurable, so we can support both novices and experts. The response is consistent across all the channels, even self-service, and because that’s so, we have fewer escalations. The workflows enable intelligent auto-responses, skills-based routing, and personalization, so questions go to the right people and the answers are spot-on and personal.” And the integration to SAP® CRM Interaction Manager™ was a nice bonus. “With eGain, we’ve now got one place to manage everything related to customer service and field support. It’s allowed us to differentiate the experience,” he further said, adding, “People are happier.” And it’s not every day you get to make 6.5 million people happy.