Global Imaging Giant Picks eGain Customer Engagement Hub to Sharpen Its Focus on Sales and Service

COMPANY
Founded in 1933, this imaging giant is an award winning leader in cameras, printers, and imaging products for both consumer and professional markets, including recreational, television, medical, radiography, photolithography, and cinematic applications. With global net sales over $45 billion and almost 200,000 employees worldwide, chances are very good that if you’ve seen a picture of something, it was taken with one of their products.

The company employs 20,000 people in the Americas to support its US and Latin American user base, and established a large contact center in Virginia to support pre- and post-sales, service dispatch, and other operations. The service center’s goal is to provide a “one stop answer shop” for both consumers and professional users of its high-end digital imaging products.

CHALLENGE
Key to meeting this objective were the goals of developing enhancements to the customer experience to promote brand loyalty, improving operational efficiency, and offering customer-centric personalized service. But the company’s knowledge base was so old it wasn’t supported by the vendor any more, it wasn’t integrated into any of the systems they were using, and those systems were functionally independent silos. The customer center needed a unified system that provided consistent access to critical knowledge regardless of when and where it was used. They quickly realized there was no way they’d meet these goals with the systems they had.

SOLUTION
In order to succeed, the company needed to replace unsupported systems, remove silos, and migrate to a unified knowledge base. This new system had to enable established phone and email channels without losing knowledge base content or customer information. It also had to support self-service and allow new channels like chat and social.

After a thorough examination of nine vendors over the course of a year, they chose the eGain Customer Engagement Hub™ suite. They deployed it in phases, starting with eGain SelfService™ for customers, and eGain Mail™ and eGain Knowledge™ for their agents. This phase also

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included integration and migration of existing content and customer support systems. They followed shortly thereafter with eGain Chat™ and eGain ClickToCall™ for their eCommerce group, plus eGain Social™. The third phase included additional languages and portals, eGain Virtual Assistant™ for web navigation help, and eGain Analytics™ for sophisticated in-channel and cross-channel traffic analysis.

RESULTS

“We were looking at a central knowledge system as a first step,” says their Director of Information Management. “Self-service, phone, email, chat, and social fit into our process as well. We needed support for multiple languages. We also needed to be able to “author once, but publish many.” And while we knew we needed a “forklift upgrade,” one of our biggest concerns was that we had eight years of knowledge built up in the old system. We had to bring that knowledge over. One weekend we did the migration and we had the final content in the new system, including knowledge articles, queues, and routing.”

One thing that inspired him was eGain's solution team. “eGain tried harder,” he says. “We had a strong commitment from their CEO, who helped ensure the alignment of business groups to achieve the vision of a “one stop answer shop.” They were capable and experienced.”

Three months later, they had met or exceeded key success metrics, including a 15% improvement in email first time resolution rates and a 25% improvement in handle time. Escalations dropped 12%. “We realized that when a new system went in, there would be a “shakedown” period while our people were getting used to it. But we were amazed at how quickly agent satisfaction went up. Literally in one day, we saw a 10% improvement.” He adds, “And this was for a like-for-like exchange. Knowledge is more accurate, more accessible, and agents and customers are more satisfied. We’re seeing some pretty significant improvements.”

“The one thing you can’t put a finger on is trust. But we got that with eGain. It’s our customer facing website, after all. Having entrusted them with that, the results speak for themselves. We’re definitely looking forward to doing more with eGain,” concluded the Director of Information Management.