Global Silicon Chips Manufacturer Embeds Multilingual Guided Knowledge in Customer Engagement

COMPANY
This multinational company manufactures microprocessors for desktops, notebook computers, and computer servers, and semiconductors for the industrial, medical, and in-vehicle infotainment markets. It has a presence across AsiaPac, EMEA, and North and Latin Americas. Worldwide, it employs approximately 100,000 people and has revenue upwards of $50 billion.

CHALLENGE
The global giant creates cutting edge computing technology, but was hampered in delivering world-class customer experiences because of outdated, non-compliant, and siloed customer engagement systems. The incumbent content management systems (CMS) didn’t facilitate easy creation, publishing, search, or delivery of information. In the face of a non-existent centralized knowledge base and user-friendly search methods, field agents were never sure that they would get the right information when needed, or even where to look for it. The result: Fragmented consumer experiences.

According to the Customer Quality Engineer, this fragmentation was “costing (company) tens of millions of dollars of customer compensation due to lack of knowledge of design changes.”

The company was also about to launch a portal for a new technology and this time it wanted to “change the paradigm of support.” There were concerns about vendor support, too. The business wanted a vendor that would, confidently and proactively, support the manufacturer’s IT team in implementing the new solutions, an attitude missing from an earlier vendor relationship. And finally and importantly, the timeline had to be aggressive.

The company knew that only a hub approach could provide the unified experience it was aiming for.

SOLUTION
A long RFP process later, eGain™ became the preferred choice. eGain had everything the technology company required—analyst recommendations, a scalable multilingual platform, ability to integrate with SAP® CRM and other existing systems, comprehensive

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knowledge and content authoring features, and the experience of delivering within tight schedules for large enterprises. The company implemented eGain’s knowledge management and web self-service solutions, **eGain Knowledge+AI™** and **eGain SelfService+AI™**, respectively, along with **eGain Guided Help™**, the patented AI case-based reasoning (CBR) capability for step-by-step, interactive guidance.

The implementation was done in phases. According to the Program Manager, “eGain Phase 1 was the first step towards consolidating multiple content repositories into a single KM system.” Around 3,000 newly created multilingual knowledge articles, and hundreds more from existing systems, were initially collected into a multichannel knowledge base. eGain’s flexible, open architecture allowed automated translation of articles.

Since then, a dozen brand-aligned agent portals, powered by eGain Knowledge, have been launched across Costa Rica, UK, Egypt, Russia, and AsiaPac. Customer portals, designed in 9 languages including Chinese, are driven by the CBR engine to accurately guide website visitors to the right answers. The CBR implementation is expected to result in an annual saving of about $200K.

**RESULTS**

eGain met all project deadlines. “eGain’s efforts in adjusting the deliverable dates and maintaining flexibility to meet the rollout schedule are greatly appreciated,” says the Digital Support Operations Manager.

The business has reported a 59% increase in customer engagement since the launch of the new website, evident from the increase in software downloads. First Contact Resolutions have also increased by 30%. Customers can find the software’s online location without asking Support. Agent efficiency has improved by 15%.

The Program Manager confirms, “With eGain we have seen improved search response time.” The company is now working to extend eGain to other functional departments and 15 more groups. In the pipeline are plans to utilize eGain’s authoring and workflow APIs and replace the incumbent chat solution with the real-time, collaborative eGain Superchat solution.