

CREATIVE LABS WINS CUSTOMER LOYALTY WITH EGAIN MAIL

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Email Management System Produces Immediate Increase in Efficiency; Provides Better, Faster Customer Service Online

eGain Communications (Nasdaq: EGAN), a leading provider of customer service software for the Internet, today announced that Creative Labs Europe, the leading provider of Personal Digital Entertainment solutions, has chosen eGain Mail to provide the best possible email service and response times for visitors to Creative's technical support Web site. Creative Labs realised an immediate increase in efficiency after deployment, as well as a marked improvement in customer satisfaction and loyalty.

Technical Support Manager at Creative Labs' EOTC (European Operations and Technical Centre), Andrew Killeen, explained, "We currently receive approximately 15,000 inbound emails from end users on a monthly basis. We realised that to develop and maintain customer loyalty online we needed to improve email tracking, routing, elimination of duplicates, and reporting tools. Through our previous distribution method, email was administered manually and it was difficult to track the status of the enquiries, due to the volume of correspondence we were receiving."

Killeen continued: "The implementation of eGain Mail was completed in five days and we have already seen a significant reduction in turnaround time and marked increase in efficiency. Email support on the Web site complements our technical support knowledge base, allowing customers to have access to a number of electronic access channels in technical support, in addition to our telephone based support service. The EOTC currently has 80 technical support advisors using the system and the Web-based architecture of eGain Mail has allowed us to develop a remote workforce, managing email from home."

Killeen concluded, "The major benefits we have seen since the implementation of eGain Mail has been faster and more accurate turnaround of email enquiries, providing our customers with a better, faster service. In addition, the ease with which emails can be logged, routed and tracked allows the telephone advisors in our call centre to log into the system and pull down emails at any time during the day.

We are now routing emails to the same advisor, which assists greatly in the elimination of duplication. We have also implemented routing based on country of origin and language to assist us in providing localised email support."

Gunjan Sinha, president of eGain Communications, commented, "In this Internet economy, responsive and personalised customer service is the only way to build long-term customer loyalty. Our Web-based customer service platform enables global companies like Creative Labs Europe to strengthen its market leadership by serving their worldwide customer base."

eGain Commerce Platform

eGain Mail is a component of the eGain Commerce platform, a powerful infrastructure for online customer service. The email management system enables Creative Labs Europe to route, track, and respond to high volumes of customer emails and Web form submissions. It provides the scalability, rapid deployment and flexibility to allow customer support teams in multiple locations to respond to customer enquiries anytime, anywhere.

Other components of the eGain Commerce platform include eGain Live (real-time text chat and Web collaboration), eGain Voice (voice over Internet), eGain Inform (Web FAQ self-service), eGain Assistant (Intelligent self-help) and eGain Campaign (pro-active digital marketing). Bridges to link the Platform with leading call centre systems and front and back-office CRM solutions are also available. eGain customers receive the most complete and seamless suite of solutions on the market to help them gain new online customers and sustain those relationships by building loyalty.

About Creative Labs

Creative is a global leader in PC entertainment products and expands the power of the personal computer with Personal Digital Entertainment (PDE) solutions, comprising desktop products, Internet appliances and Internet applications and services. The company's mission is to expand upon its leadership role in PDE, utilising innovative technology, broadband and leading-edge designs for technically progressive consumers and entertainment enthusiasts.

Founded in 1983, Creative Technology's corporate headquarters are based in Singapore, with its European head office based in the UK. Creative Labs Europe was established in 1993 to capture a bigger share of the growing European Market potential. A fully fledged European operation was put in place by General Manager, Michael Sullivan, with headquarters in Berkshire, UK. Creative Labs Europe has grown nine-fold in the past three years with subsidiaries in France, Spain, Portugal, Italy, Germany, UK, Benelux, Denmark, Sweden and Poland.

Creative's European Operations and Technical Centre (EOTC) facility was officially opened on 19 July 1995 in Dublin, Ireland. The EOTC acts as the central hub to Creative Labs' fast growing European business, providing an efficient localised and customised product supply for the European market and customer support to complement the subsidiaries' activities in the several countries. The European operation currently employs over 500 staff. For further information, visit www.europe.creative.com.

About eGain Communications Corp.

eGain (Nasdaq: EGAN) is the leading provider of customer service software for the Internet. To help businesses deliver a superior customer experience and establish profitable, long-term customer relationships, eGain offers licensed and hosted applications for email management, interactive Web and voice collaboration, intelligent self-help agents, and proactive online marketing. Built using a Web-native architecture, the eGain platform provides robust scalability, global access, diverse integration, and rapid deployment. Based in Sunnyvale, California, with offices worldwide, eGain has more than 600 customers, including AOL, Walgreens and Otis. For information about eGain, please visit www.eGain.com or call the company's offices - US: (888) 603-4246; London: +44 (0) 175 377 1100; Sydney: +612 9492 5400.

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