



## Irish Ferries trusts eGain

*Web self-service and integrated email management improves quality of service for Irish Ferries' two million customers*

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**Seamus McCarville**

Head of IT  
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### Company

A division of the Irish Continental Group PLC, Irish Ferries is Ireland's leading ferry company carrying passengers and freight between Ireland, Great Britain and Continental Europe. It is the winner of the Best Ferry Company and Best Travel Website at the 2002 Holiday Awards.

### Challenge

As Seamus McCarville, Head of IT at Irish Continental Group, explains, “Growth has placed increasing demand on our call centre operations. We recognised that by improving the quality and accessibility of information available on the website, we would be able to reduce call volumes and therefore pressure on our agents. It is crucial that we provide our customers with information they need without having to leave the site and pick up the telephone.”

### Solution

Irish Ferries selected eGain's web self-service solution, **eGain® Inform™** to offer their two million annual customers with comprehensive information when planning a business trip or holiday via [www.irishferries.com](http://www.irishferries.com). eGain Inform is linked to eGain's email management solution, **eGain® Mail™**, to provide accurate and timely replies to the high volume of customer email enquiries.

Whether looking for ticket information, cabin details, routes and crossing times, ports or questions about the fleet, visitors to the site can use either a keyword

search or an easy to use menu facility to access lists of frequently asked questions (FAQs). These FAQs are dynamically generated and published directly from the Irish Ferries knowledge base.

If visitors to the site cannot find the information they require, they are provided with an email address that will route them to the appropriate agent to deal with the enquiry. Email queries are handled by 42 agents and 15 managers using the eGain Mail system across three locations, Dublin Ferryport, Dublin Merrion Row and Liverpool.

### Results

“By combining web self-service with email management we can provide a consistently high quality of service. In addition to our information sources, all of our agents have access to the latest FAQs published on the site. By taking this approach we have minimised the effort in providing answers to our customers, as well as reduced the overhead of keeping our FAQ material relevant and up to date with customer preferences,” adds McCarville.

The travel and leisure industry is a growing market for online customer service. “The Internet is the perfect tool to research holidays and travel arrangements but many are hesitant to buy online. Providing customers with all the information they need, when they need it, boosts confidence and propensity to buy online,” concludes Ray Connolly, eGain Regional Manager for Northern Europe.