



## Prolog trusts eGain

*Leading marketing support and communications company manages major surge in email enquiries and orders with eGain Mail*

### Key results

- ✓ Implementation in under two weeks, resulting in productivity gains in peak email traffic season.
- ✓ Resulted in a dramatic shift in customer interaction channels to the call centre from predominately post and fax to primarily email.
- ✓ Consolidation: eGain Mail is now providing ordering fulfillment and customer service for Prolog's broader client base.
- ✓ Increased customer satisfaction.
- ✓ Increased capacity for new business and enhanced value proposition.

*Using eGain Mail we are perfectly set up to increase our capacity for new business; it has become an integral part of our business proposition.*

**Robert Audley**  
Managing Director  
Prolog

### Company

Prolog is Britain's leading marketing support and communications company. With a state of the art 880 seat call centre, Prolog acts as the main point of contact for every school and college in the UK requiring HM Government's (DfES) materials. Prolog provides outsourced customer service operations for a range of public and private companies including the House of Bath, Health & Safety Executive, Department of Health, Coors, Centre Parcs, Energy Savings Trust and, of course, the DfES.

### Challenge

With more and more schools and colleges going online, Prolog was experiencing a big surge in the number of emailed orders and enquiries for DfES produced material. The company recognised that though the telephone would always remain the highest volume service channel for its clients, it needed to immediately address the increasing inbound email being generated by the DfEs and other clients.

Prolog required an email management system that could enable a consistently high level of responses with little agent training. The company was keen to get most of its agents to use the system as quickly as possible. Requests for DfES material are at their peak between September and November due to the start of the academic year. On a campaign such as the DfES, email volumes can fluctuate between 6,000 to

12,000 emails per month. There is no margin for error as each of these orders is crucial to the planning of a school or college's curriculum.

The email solution had to be scalable, flexible, easy to use, and quick to deploy in Prolog's existing IT infrastructure.

### Solution

After evaluating the software and suppliers on the market, Prolog chose **eGain® Mail™** for its Sherwood call centre. eGain Mail is the industry's leading software for scalable and intelligent processing of customer emails and webform requests. "eGain's solutions are proven across the financial services, retail, telecom, travel, and government sectors worldwide. They are ideal for outsourcers such as Prolog who need meet the diverse customer service needs of their clients," comments Andrew Mennie, eGain's European Vice President and General Manager.

### Implementation

The implementation of eGain Mail was completed in under two weeks, allowing any of Prolog's call centre agents, regardless of experience, to sit at any of the company's 880 seats, log in to the system, and immediately start handling customer emails.

A large monitor displays a split screen—one half eGain Mail, the other Prolog's ordering system 'Mail Brain'. Once the agent records an email order, the system automatically assigns it a unique order

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tracking number and sends an acknowledgment to the customer. The agent then extracts the relevant information from eGain Mail and enters it into Mail Brain. At this point, the fulfillment house takes the order directly from the Mail Brain system to process, and ensure that the material requested is sent out by the next day.

### Results

#### Providing next-day service

This new process has resulted in considerably shortening the order fulfillment time, allowing DFES to offer next-day service for email orders.

#### Maximising service, controlling workflow

Levels of customer service are maximised by operators having online access to the client database, including a complete history of prior interactions, and real time stock and customer information. Agents can also assist customers to choose specific documents by using a keyword search facility. Further up-to-the-minute information relating to general procedure and specific items is given by on-screen prompts, resulting in a totally integrated order taking and fulfilment operation. As a result, agents are frequently able to exceed the customer service expectations and provide a personalised service far beyond a basic fulfilment house.

eGain Mail allows the call centre managers to control workflow on large accounts far more tightly, providing constant access to the data, and enabling them to move agents on or off an account as required, which is ideal when operating complex shift patterns. The

audit trails it provides assist in terms of accountability to clients, and in monitoring service levels.

#### Dramatic shift in customer interaction channel preferences

Since implementing eGain Mail, Prolog has witnessed a dramatic change in how customers chose to interact with the call centre. Telephone still accounts for 60% of inbound communication, however the spilt of the remaining 40% has reversed from predominately post and fax, to predominately email.

#### Future

eGain Mail has virtually removed the paper trail. It proved so successful at the Sherwood call centre, the decision was made to roll out to Prolog’s Sudbury, Suffolk operations, where it is now used to manage email orders for Health & Safety Executive publications.

In addition, eGain Mail now provides ordering, fulfilment and customer service for Prolog’s broader client base including the Home Office, the House of Bath, Coors and Energy Savings Trust. Robert Audley, Managing Director at Prolog, explains, “We have received a number of commendations and testimonials from our clients’ customers. It is great for morale and also provides further endorsement to our clients that we are continually providing the highest quality of customer service. Using eGain Mail we are perfectly set up to increase our capacity for new business; it has become an integral part of our business proposition.”

**eGain**  
Trusted by Leaders™

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