



RDW trusts eGain

eGain Mail™ and eGain KnowledgeAgent™ improves the quality of customer service, increases customer satisfaction, yet reduces costs

Key results for eGain Mail™ and eGain KnowledgeAgent™

- ✓ Improved customer service quality
- ✓ Agent training time cut from six to two weeks
- ✓ Proven increased customer satisfaction
- ✓ eMail response time cut by over 50 percent, reducing from 12 minutes to just five minutes
- ✓ Reduced costs

Company

The RDW is an independent governing body delivering safe, economical and orderly road transport in the Netherlands. Responsible for implementing diverse legislation, the RDW administers, registers, supervises and controls the entire lifecycle of vehicles in the Netherlands. The four core tasks of the RDW include admission, supervision and control, registration and information provision, and document issue.

Challenge

Today's consumer is constantly looking for more convenient ways to interact with businesses and government entities. As a result, many are turning to electronic channels such as email to action their queries. With regulations and legislation constantly changing, each affecting all members of the public in different ways, it is paramount that government agencies have the capability to deal with these requests quickly and accurately.

This was the case in 2006, when the Dutch government introduced a new regulation for the registration of mopeds and scooters. As a result, the RDW faced a huge challenge of managing the increase in volume of motorist enquiries—the government agency was flooded with email-based queries regarding the new regulation.

At first, RDW employees used Microsoft Outlook to respond to emails but soon realised they needed a robust email

response management system with a supporting knowledge base to handle the large number of voice and email enquiries. This would be integral to the RDW achieving its goal of becoming one of the leading contact centres in the public sector.

Solution

After considering a number of leading customer service and CRM solutions, the RDW selected eGain's customer interaction management platform and applications for email management and knowledge management. This decision was based on eGain's comprehensive functionality and the ability to deliver rapid ROI.

As part of the government sector, the RDW constantly has to update motorists on new legislation and regulations and as a result, the level of knowledge and expertise expected from the RDW contact centre agents is extremely high.

“By implementing robust, enterprise-class solutions to manage our email and knowledge management systems, we have improved our customer service, making it one of the RDW's key differentiators,” said Zeger Baelde, manager of the division of administration and information, the RDW.

Implementation

With **eGain KnowledgeAgent™** and **eGain Mail™** applications for contact centre knowledge management and email management, the RDW has set

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Zeger Baelde

Manager of the division of administration and information



RDW



eGain
Trusted by Leaders™

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up one-click access to a highly populated knowledge base for agents and also uses robust workflows to route and manage emails.

The **eGain Mail™** and **eGain KnowledgeAgent™** solutions are currently in use with approximately 70 agents and has increased the RDW’s level of customer service by providing agents with easily accessible knowledge, making them more productive and more adept to help motorists with their enquiries. The system ensures fast, consistent and accurate answers to both simple and complex enquiries, and makes even novice agents more productive.

Results

The implementation of **eGain Mail™** and **eGain KnowledgeAgent™** has enabled the RDW to improve the quality of its customer service while reducing its costs. This can be seen with agent training time cut from six to two weeks. Research has also shown an increase in customer satisfaction. These improvements have placed the RDW consistently in the top ten in over 100 Dutch government agencies.

Within a short period of time, eGain’s solutions have helped to establish email as a sound new communication channel for the RDW within its contact centre. The solutions have also reduced the cost of email handling, with response time cut by over 50 percent, reducing from 12 minutes to five minutes.

Future plans

The RDW are now looking to implement **eGain SecureMail™**. This solution will enable secure email communications by allowing users to view messages on a secure and authenticated website.

Zeger Baelde commented: “As the agency is involved in the majority of criminal investigations concerning vehicles in the Netherlands, it is imperative that we are able to transfer and communicate confidential information fast and securely. In the past we have had to hand deliver secure information, the introduction of **eGain SecureMail™** will allow us to provide the police department with the critical information in real time. eGain SecureMail™ will reduce costs, improve efficiency and most importantly, help the RDW to save lives.”

The RDW also plans to introduce **eGainSelfService™**, a comprehensive solution for web self-service that includes a broad set of knowledge access methods—FAQ’s, search, browse and guided help, in 2007. The solution will help the RDW by offering the public new ways of communicating with the organisation through 24x7 web self-service.

By introducing eGainSelfService™, the RDW will create a new channel for customer service, and ensure that it keeps the knowledgebase available and up to date both on its website and for internal use. The RDW anticipates a ten to 20 percent reduction in telephone calls and a 30 percent reduction in emails received.

“Good service is of paramount importance for government agencies. With its rich functionality, eGain’s solutions have enabled us to dramatically improve our customer service. It is our goal to become one of the leading government contact centres in Holland with the help of eGain, and I believe we are well on our way to achieving this,” concluded Baelde.