



# MTN to enhance customer experience with eGain-enabled multichannel customer service

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*Leading cellular network operator in South Africa selects eGain software for email and call centre knowledge management.*

PR9.NET September 25, 2007 - Slough, UK: eGain (OTC BB: EGAN.OB), a leading provider of customer service and contact centre software, today announced that MTN, a global communications partner and leading Cellular Network Operator in South Africa, has selected eGain Mail™ and eGain Knowledge™ to improve email and traditional phone customer service. MTN selected both eGain Mail™ and eGain Knowledge™ with the view to improve the customer service offered by its over 2,000 seat contact centre, by providing agents with real-time access to knowledge, templates and an email tracking system. Currently rolling out to 200 contact centre agents, eGain Mail™ will enable MTN's agents to deal with complex requests in a timely and consistent manner.

"The importance of email as a channel for communicating with customers is constantly increasing in the South African market. eGain Mail™ will provide us with more control over incoming and outgoing emails, with the ability to track the progress and quality of email responses, allowing us to guarantee all email communications are of the highest standard. Providing our agents with access to templates will also improve the quality and response time for all customer emails," said Karen Brits, Manager Telephony Systems at MTN.

eGain's South African partner Inter-Active Technologies, a specialist in call centre and communications operation, will implement and support both solutions starting with eGain Mail™. Inter-Active is also using eGain Mail™ and eGain Knowledge™ in its own contact centre operation.

"MTN's adoption of eGain's solutions is a positive sign that the South African contact centre marketplace is ready to move to the next level of customer service management with the use of new technologies such as knowledge management and email response management solutions," said Brendan van Staaden CEO, Inter-Active Technologies.

"To support their rapidly growing business, MTN recognised the need for eGain solutions to optimize the effectiveness and efficiencies of their systems and people, while enabling the company to maximize every customer relationship", said Andrew Mennie, Vice President and General Manager EMEA. Mennie continued, "We are very proud to enter into such an exciting relationship with a leading communication services provider such as MTN".

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## About MTN

The MTN Group Limited (MTN Group) is a leading provider of communication services, offering cellular network access and business solutions. The MTN Group is listed in South Africa on the JSE under the Industrial – Telecommunications sector.

Launched in 1994, the MTN Group is a multinational telecommunications group, operating in 21 countries in Africa and the Middle East. As at the end of December 2006, MTN recorded more than 40 million subscribers across its operations.

The MTN Group operates in Botswana, Cameroon, Côte d'Ivoire, Nigeria, Republic of Congo (Congo-Brazzaville), Rwanda, South Africa, Swaziland, Uganda, Zambia, Iran, Afghanistan, Benin, Cyprus, Ghana, Guinea Bissau, Guinea Republic, Liberia, Sudan, Syria and Yemen.

## About eGain Communications

eGain (OTC: EGAN.OB) is a leading provider of customer service and contact center software for in-house or on-demand deployment. Trusted by prominent enterprises and growing midsize companies worldwide, eGain has been helping organizations achieve and sustain customer service excellence for more than a decade. 24 of the 50 largest global companies rely on eGain to transform their traditional call centers, help desks, and web customer service operations into multichannel customer interaction hubs.

These hubs enable dramatically improved customer experience, unified multichannel customer service, end-to-end service process efficiencies, and enhanced contact center performance.

**Website:** <http://www.egain.com>

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