



# Strategic partnership formed between Cystelcom and eGain

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*Cystelcom assigned as new partner for eGain in the Spanish market.*

PR9.NET January 08, 2008 - Slough, United Kingdom - eGain Communications (OTCBB: EGAN.OB) and Cystelcom announced today their strategic partnership for the Spanish market, with Cystelcom acting as the local partner for eGain solutions.

Founded in 1993, Cystelcom is a leading provider of intelligent communications solutions for multi-channel contact centres and 3G telephony.

Leveraging years of expertise and core strengths in customer service, quality-monitoring processes, productivity improvement, contact centre analysis/evaluation and 3G telephony, Cystelcom delivers revenue-generating, cutting-edge solutions and services that meet the needs of large mobile operators, content providers and contact centres that enable organizations to optimize communication, improve business productivity, reduce costs and increase customer satisfaction.

Leveraging strengths of the eGain platform, Cystelcom will help its customers transform their traditional call centres into multichannel customer interaction hubs, while at the same time improve agent productivity, reduce escalations and significantly achieve higher customer satisfaction scores by differentiating themselves through high quality service.

"Our partnership with eGain and use of their unique service platform enhances our solutions portfolio, enabling our consultants to deliver comprehensive solutions in the customer interaction hubs area within the industries we serve, securing the highest level of customer satisfaction and quality of services. We are thrilled to share a common mission with a global leader like eGain and are very optimistic about the prospects in the regional market," said Manuel Cuenca, General Director of Cystelcom.

"Many Spanish companies are receiving high volumes of customer queries through electronic channels such as email, chat and web self-service. By working with eGain we can help clients deal with volume demands efficiently, improving customer service and delivering significant cost savings," said Manuel Beltrán, Business Developer Manager of Cystelcom.

"Our partnership with Cystelcom enables eGain to continue with its expansion across Europe. We believe the market opportunity for customer interaction management solutions in Spain is significant and growing, and are delighted to partner with a leader like Cystelcom to target this market opportunity," said Tanja Samsom, Alliance Manager of eGain EMEA.

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## 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>