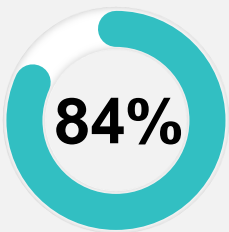


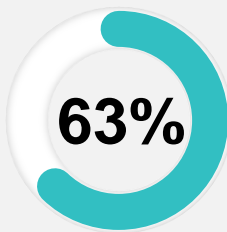
Why your business needs omni-channel analytics and real-time operational optimization

Contact centers are a great source for customer, agent, and business insights, but organizations often need an analytics hub to consolidate and analyze this information in one place.

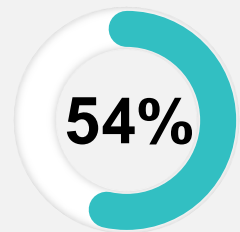
By the numbers: What call center operational leaders face today



of customer service leaders say customer data and analytics are a priority.¹



of organizations feel that they are not leveraging contact center advanced analytics to create value.²



of organizations stated that one of their biggest barriers to innovation is siloed data.³

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One platform

Enable your business to measure, manage, and optimize all aspects of your AWS & legacy contact center operations from a single platform.



Composable experiences

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Without analytic insights, contact centers will be flying blind. Analytics can transform call centers into best-in-class customer engagement centers.

Measure, manage, and optimize your contact center operations, knowledge, and digital customer experience with eGain Analytics for Amazon Connect™.

[Start the conversation today](#)

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¹ Gartner, Inc, [Top Customer Service Trends, Priorities, and Predictions for 2023](#).

² Benjamin J, Berg J, Das AC, Gupta V, [How advanced analytics can help contact centers put the customer first](#), McKinsey & Company, 2019.

³ WBR Insights, [Empowering Line of Business Users Through Data Democratization](#), 2022.