



Interactive Intelligence Inc.®
Powering the World of Business Interaction



FOR CUSTOMER SERVICE-ORIENTED ORGANIZATIONS THAT ARE FRUSTRATED WITH THEIR CURRENT CONTACT CENTER PLATFORMS, CUSTOMER INTERACTION CENTER® (CIC) IS THE BUNDLED SYSTEM THAT PROVIDES A COMPLETE, UNIFIED SOLUTION TO MANAGE ALL OF YOUR CUSTOMER INTERACTIONS. UNLIKE THE PROPRIETARY, MULTI-BOX APPROACH FROM OTHER VENDORS... CIC IS THE OPEN SYSTEMS SOLUTION THAT MAXIMIZES CONTACT CENTER PERFORMANCE WITH THE LOWEST TOTAL COST OF OWNERSHIP.

SOLUTION BLUEPRINT

Unified Contact Center Communications System

CUSTOMER INTERACTION CENTER®. *The Complete Contact Center Solution.*

Customer Interaction Center's Bottom Line

Single administration environment to configure the CIC system and facilitate in-house adds, moves and changes, including for multi-site operations

One complete solution for multimedia queuing, ACD, IVR, unified messaging, digital recording, interaction tracking, campaign management/ blending, and more

Faster return on investment by leveraging CIC's unmatched contact center functionality, whether with your existing PBX or via CIC's IP PBX capabilities

Increased customer satisfaction with self-service options, skills-based routing, screen pop, CRM integration and quality monitoring to enhance the customer experience

A lower total cost of ownership through reduced system administration, voice over IP, and one set of bundled applications that replace multi-box hardware



Overview

"We have three different contact centers, three PBXs that limit what we can do and three ACDs we can't trust anymore, but it's hard to justify more money for maintenance and upgrades. The better option would be to replace our whole platform, especially since we need to add functionality for things like IVR, recording and outbound campaigns. Right now, however, a whole new system just isn't in the budget."

Or is it? Hundreds of contact centers worldwide have discovered an IP PBX communications and contact management system that actually replaces hardware with bundled software applications to reduce costs. Increases in agent productivity and satisfied customers also elevate the system's return on investment.

"Service Resources, Inc." is only an imagined company, but it represents those hundreds of contact centers that have found a better solution for everything from teleservices and collections to customer care at banks, insurance companies, retailers and other customer-driven organizations. Now imagine SRI being your contact center.

The Challenge

Identifying PBX and communications system needs at Service Resources, Inc. was easy—their old systems did it for them. Tops on SRI's list of communications and business drivers:

Existing communications platform—upgrade, or replace?

- Replace existing ACD since costs to upgrade are no longer feasible; current PBX can still be used but will need to be replaced eventually, as well
- Add IVR, screen pop, CRM, recording, multimedia queuing, unified messaging, outbound campaign support and other advanced functionality
- Weigh costs of replacing multi-box proprietary hardware with bundled application suite and "open" software system

Reduce total cost of system ownership

- Equip agents and supervisors as well as business users with one common set of applications
- Consolidate multiple administration interfaces into single admin environment for all system components and users; also unify contact center reporting
- Perform adds, moves and changes in-house and eliminate vendor service contracts

Improve service, increase customer satisfaction

- Offer multimedia and self-service options with contact points for e-mail and Web contacts in addition to calls and faxes
- Speed interactions with skills-based, media-based and multi-site routing
- Augment service with supervisory/ quality monitoring, digital recording, call logging and interaction tracking

Maximize agent productivity

- Simplify the processes agents rely on most: taking and making calls, call transfers, recording, conferencing, voicemail, e-mail, faxing and so on
- Extend full communications systems capabilities to remote agents
- Blend inbound/ outbound activities to utilize all agents at all times

The Solution

Like many contact center operations, Service Resources, Inc. maintains several hundred agents in three locations to process orders and collections for thousands of customers every day. The *Customer Interaction Center*® (CIC) IP PBX communications solution let SRI enhance those processes immediately, but also gave them outbound campaign, self-service and other capabilities to improve their customer service processes.

More critically, CIC made SRI's operations more efficient, their agents more productive, and their customers far more likely to keep coming back. Let's follow a day in the life of an SRI contact center agent to see how CIC does it.

ACD, multimedia queuing, skills-based routing

As an agent at Service Resources, Inc., I use my background in electronics to take orders for commercial electronics service guides. Orders and inquiries come in by phone, e-mail, and text chats and callback requests via the SRI Web site. And no matter which communications channel my customers choose, CIC's ACD and multimedia queuing handle each interaction type the same way as a phone call.

The skills-based routing in CIC makes sure interactions related to electronics service guides are routed to me, or to another agent in my workgroup who is equally skilled.

Multi-site routing, including to remote agents

Service Resources, Inc. relies heavily on all three of its contact centers to handle thousands of orders and collections issues every day. Customer Interaction Center's multi-site routing lets SRI balance interaction loads and maximize agent availability—and customer service—with carrier-based pre-call and post-call routing between all three locations.

Interactions also are routed to agents and supervisors who use CIC's browser-based access and remote *Interaction Client* to work from home or some other location, and are automatically re-routed whenever inclement weather or a natural disaster threatens operations at any of SRI's contact centers. SRI leverages IP telephony over a wide area network to connect its contact centers and my remote colleagues, and to eliminate the need for a separate PBX and ACD at each contact center location.

No phone system "maze"

Customer Interaction Center allows customers to call my direct number, or to call SRI's toll free number and reach me using an auto attendant menu and employee directory for dial-by-name or extension. The directory includes agent workgroups and every employee at Service Resources, Inc.

If on hold, customizable message recordings and call-handling rules in CIC let my customers hear their estimated hold time and place-in-queue, and also gives them the option to navigate self-service informational call menus if they'd like. The CIC system even changes the position of a call in queue based on customer priority. Easily configured call prompts for customer ID or account numbers keep unwanted callers out of secured customer data.

Presence management and handing calls from the desktop

I get an incoming call. The Customer Interaction Center automatically queues it in the *Interaction Client*® graphical interface on my workstation, which lets me handle inbound and outbound calls as well as queued e-mails and Web contacts from the desktop. CIC also makes sure my presence management status field in the *Interaction Client* is set to "Available" before routing interactions to my extension. If I'm "At Lunch," "Away from Desk" or some other unavailable status, CIC routes the call to another available agent or workgroup, or gives the caller the option to leave me a voicemail or return to the operator or a call menu.

Hold, Transfer, (send to) Voicemail? Just point & click

By name and phone number, the *Interaction Client* interface and Caller ID let me know immediately who's calling. If I'm on another call, I simply click on the Client's Hold button, take the incoming call, and return to the previous call when appropriate. Transfer to another extension? I click on the Client's Transfer button, select the agent name or extension in the screen that pops up, click again and CIC transfers the call.

Or if it's someone I can call back later, I manually send them to voicemail by clicking on the *Interaction Client*'s Voicemail button, at which point an automated personal greeting invites the caller to leave a message. This call, though, is from one of my established customers, so I click on the Client's Pickup button and take the call. And whether I use the receiver from the phone on my desk or a phone headset, my call comes through loud and clear.

Conferencing

In addition to placing a new order, my customer requests an updated account balance. The Service Resources, Inc. Finance Department is down the hall, and Beth is the person who handles my customer's account. Put my caller on hold, highlight Beth's name in the *Interaction Client*'s Company Directory and check her status—she's in the Finance workgroup listing and is "Available"—and click on her extension. Elapsed time? About 12 seconds.

Beth and I decide on a quick conference call with my customer, so I click on the Conference button in the *Interaction Client* and simply drag & drop my two calls into CIC's Conference pop-up window. I highlight my customer's call, click off the Hold button, and let the conference begin. No fiddling with a standard phone. No lost time locating Beth in Finance. No chance of losing either caller. Better yet, my 3-person conference call could easily have been up to 30 callers with CIC.

Customer data at my fingertips

While we're on the conference call to go over my customer's updated account data, CIC pops his record to my workstation screen thanks to the CRM and business applications that Service Resources, Inc. chose to integrate into the CIC system. Beth in Finance is equally prepared, since she gets the same screen pop and customer account record I do. My customer is amazed at the efficiency.



Improve agent productivity and customer service at the same time. Customer Interaction Center puts agents in complete control from the desktop with a graphical user interface for point & click call controls, Web contact management, conferencing, presence management and company directories. Things like CIC's multimedia queuing and skill-based routing also speed the contact management and interaction process so agents can serve more customers more quickly.



Multimedia recording

Conference call complete, account balance up to date, I disconnect Beth and keep my customer on the line so we can process his new order. For order confirmation, I click on the *Interaction Client's Record* button to record the call and archive the recording file. Customer Interaction Center lets me—as well as my supervisor—record calls on demand, then attaches the recording file in .wav format to an e-mail and sends the e-mail to my unified messaging inbox. Automatically, I can even forward the file as an e-mail attachment to my customer for his records.

CIC also gives me the ability to record and archive e-mail, voicemail and fax messages for same order confirmation and debt collections purposes.

Interaction tracking

At the same time I'm recording a call, CIC gives me a contact history management utility to track the interaction. Working the same way for faxes, e-mails and Web chats as well as calls, CIC compiles interaction data in a database of people and organizations, along with the historical contacts associated with them. Because I'm an authorized user, I can resolve new contacts and search for historical interaction information so I know the exact dates and circumstances of each customer contact.

Self-service/ eServices automation

With the phone menus created in CIC's auto attendant, my customers can also check account information and place orders using the phone. They can also visit the Service Resources, Inc. Web site, submit a frequently asked question, and get an automated FAQ response e-mail in seconds. Or request a Web chat, a callback request, or escalate to a live agent, all from the SRI Web site.

Multimedia communications options and rapid responses... on my customers' own schedule? That's what they call top notch world-class service.

Hierarchical response management

If I do get a Web chat or queued e-mail, Customer Interaction Center lets me issue quick responses using a hierarchical response system for both interaction types. Response templates are pre-populated with information from Service Resources, Inc. All I need to do is locate the appropriate response in a hierarchical tree menu in CIC's Web chat and queued e-mail pop-up dialog boxes, drag and drop the response into the dialog response column, and send it. My customers get complete, accurate responses instantly, and I save time from not having to type.

Unified messaging

The agents and supervisors at Service Resources, Inc. handle plenty of e-mails, voicemails and faxes along with calls. In addition to queued e-mails submitted by my customers, the Customer Interaction Center system gives me unified messaging that puts all my e-mail, voicemail and fax messages in one inbox so I can manage and respond to them without having to access three different messaging systems.

Faxing from the desktop

No fax machine nearby? With CIC, I don't need one. I can send and access faxes from my workstation. CIC even pops a fax viewer onto my screen and gives me controls to switch from page to page for multi-page faxes (such as purchase orders), zoom in and zoom out, rotate when a fax comes in upside down, and even forward faxes to an alternate number.

Supervision/ quality monitoring

Agent performance, productivity and service quality are at a premium in any contact center. Constantly. Customer Interaction Center gives my supervisor her own desktop environment to monitor interaction information (calls in queue, calls connected, average wait time, etc.), workgroup information (agents logged in, longest talk time, etc.), abandon rate and service level statistics for each shift, and the number of agents in various statuses (On Break, At Lunch, Available, etc.).

Outbound campaign support and blending

One of the things Service Resources, Inc. wanted from its new communications system was the ability to create and manage outbound campaigns. Customer Interaction Center gives SRI a single application to build goal-oriented outbound campaigns, create Web-based campaign scripts, incorporate power, preview and predictive dialing, and even scale campaigns to several hundred agents, at one of SRI's contact centers or all three of them.

SRI agents also get to blend inbound and outbound activities to maximize productivity and make sure we're reaching as many customers as possible. My supervisor makes sure, too, by monitoring our performance and tracking each campaign stage using a world-class predictive dialing algorithm in the CIC system.

Administration from a single interface

A single administrative interface put SRI's IT staff in total control of the Customer Interaction Center system and every user, complimented by a Microsoft®-centric network approach that lets Service Resources, Inc. connect its three contact centers over a WAN.

On this day, in fact, one of SRI's IT staff made a number of CIC system adds, moves, and changes for the company's main contact center. In minutes, no remote on-site work or expensive vendor service contracts required. SRI's system administrator even used CIC's auto attendant to configure call routing processes to a new Support workgroup.

One "whole" system

One system, lower costs, better service and maximized agent productivity. Service Resources, Inc. asked for one solution that could improve every aspect of their contact center operations. The Customer Interaction Center IP PBX and communications system delivered in a single bundled application suite.



One administration environment can reduce a lot of headaches. Just ask your IT staff, who are constantly making moves, adds and changes. Customer Interaction Center gives them one interface to configure stations, line and users, and one very comprehensive automated attendant to create and maintain call routing routines and self-service IVR and phone menus. In other words, you'll need fewer people to take care of more agents, even at multi-site contact center locations.



The Benefits

Customer Interaction Center gives contact centers a full-featured IP PBX communications system that goes beyond dial tone and phone calls. CIC even cooperates with budgets and your IT staff.

Get a single administration environment to:

- Configure the CIC system for everything from users, lines and stations to auto attendant call routines and menus, outbound campaigns and multimedia recording.
- Administer a single network-based CIC server rather than multiple communications systems.
- Facilitate in-house adds, moves and changes—including for multi-site contact center operations—and eliminate the thousands of dollars proprietary vendors charge.
- Unify contact center as well as organizational reporting and interaction tracking.

Get one complete solution for multimedia queuing, ACD, skills-based routing, IVR, unified messaging, digital recording, interaction tracking, campaign management/ blending, and more.

Lower your total cost of ownership

- with CIC's single open standards-based communications platform for your contact center, multi-site operations, remote agents and enterprise users, plus:
- One set of bundled applications to replace more expensive multi-box hardware—and to give agents, supervisors and business users the same application-based contact management and communications capabilities.
 - Cost-effective integration to existing IT infrastructures, and to new applications as needed for expanded functionality and future-proof upgrades.

- SIP-enabled IP telephony (voice over IP) and optionally available Intel® NetStructure™ Host Media Processing (HMP) Software for a 100% software solution that replaces "multi-box" proprietary hardware.
- Low-cost SIP-ready phones, headsets and end-user devices from Polycom, Pingtel and other IP vendors.

Realize a faster return on investment

by leveraging CIC's unmatched contact center functionality. Also use CIC as a total communications solution that works with your existing PBX, or completely replace it with CIC's IP PBX capabilities and add unified messaging and presence management throughout your contact center to increase agent performance and productivity.

Offer world-class customer service,

anchored by multimedia options and automated processes for "self-service."

- Let your customers choose to call, e-mail, send a fax, leave a voicemail, initiate a Web chat, request a callback, get an automated FAQ response online or get info over the phone.
- Quickly and accurately route calls and Web contacts to speed interactions and keep customers from getting lost in an organizational maze.
- Increased customer satisfaction with call routing, quality monitoring and self-service options that produce the results-producing experience your customers really want.

Maximize productivity with features made to maximize your agent's collaboration and output:

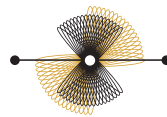
- Empower agents to manage and transfer calls, conduct Web chats, record interactions, and conference from the desktop with point & click efficiency using the *Interaction Client* graphical user interface.

- Increase agent efficiency even more with multimedia queuing, intelligent routing, screen pop, CRM integration, unified messaging, real-time presence management and company/ workgroup directories.

Improve supervision and quality

monitoring to keep agent performance and service quality at peak levels. *Customer Interaction Center* gives supervisors their own desktop environment to monitor:

- Interaction information, including calls in queue, calls connected, average wait time, etc.
- Workgroup information such as agents logged in and longest talk time.
- Abandon rate and service level statistics for each shift, along with the number of agents in various statuses (On Break, At Lunch, Available, etc.).



INTERACTIVE INTELLIGENCE®

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Powering the World of Business Interaction

Interactive Intelligence Inc. (Nasdaq: ININ) was formed in 1994 and today is a leading developer of software for the enterprise, IP telephony, contact center automation and unified communications. The company is headquartered in Indianapolis, Indiana, and maintains offices throughout North America, Europe and the Asia-Pacific with more than 1,000 customers globally.

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