



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.

FEATURES OVERVIEW

Unified Contact Center Communications System

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



“The move to open software platforms and soft switches is reducing the distinction between formerly separate best-of-breed components.”

—Gartner Inc.
“Contact Center Infrastructure Choices Form a Tangled Web”

CUSTOMER INTERACTION CENTER gives you a single system and bundled suite to handle every contact management and communications need. Anchored by single-point system administration, CIC helps contact centers elevate customer service and efficiency with IP PBX call processing, universal queuing, ACD, IVR, screen pop, CRM integration and supervisory monitoring. CIC also elevates your return on investment with digital recording, quality monitoring/performance management tools, interaction tracking, outbound campaign management and blending, WFM, solid reporting, reliability, and plenty of integration options via CIC’s open software architecture.

How CIC does it

CIC is non-proprietary, platform independent software totally unlike the multi-box systems from major proprietary vendors. As an open, server-based system, CIC gives you the choice of a telephony interface supported on the Internet Protocol (IP) or traditional telephone lines, and includes gateways, routers and phone devices for a complete solution. And because CIC is application-driven, functionality and services are easily expanded as needed by simply adding applications.

This whole system approach makes Customer Interaction Center ideal for any service-oriented contact center, as well as for high-end teleservices organizations, insurance companies, regional banks and retailers—virtually any organization with sophisticated customer contact management needs interested in upgrading or replacing their existing communications technology platform.

Key benefits

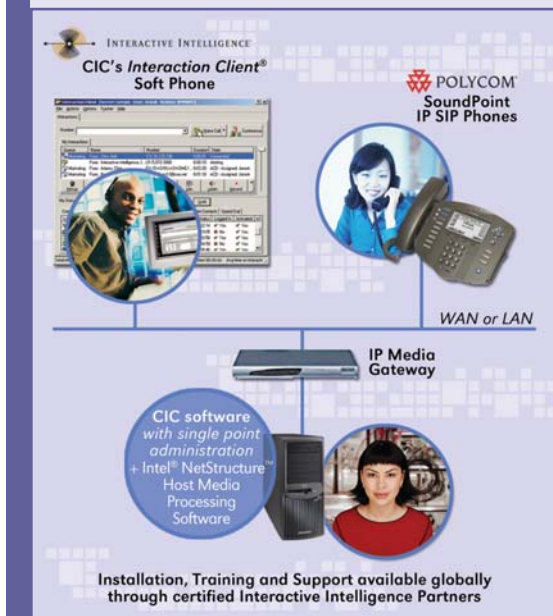
The bundled CIC suite and its pre-integrated features lead to benefits unique in the contact center industry. Tops among them:

A lower total cost of ownership with CIC’s Microsoft®-centric approach to network management, cost-reducing SIP phones, and central system administration that facilitates in-house adds, moves and changes—even for dispersed locations.

Maximized productivity with CIC’s intelligent multimedia queuing/ routing, desktop call and interaction control, unified messaging, real-time presence management and performance statistics, and remote agent support.

Greater communications control via the ability to manage new contact points such as e-mail and Web contacts along with calls and faxes. CIC also provides integrated administration and design between contact points and key applications.

Improved business continuity with the single CIC communications platform, bundled applications suite and built-in capabilities for voice over IP (VoIP) and SIP to connect contact center operations, multi-site locations, enterprise departments and remote agents and business users.



For Comprehensive Contact Management

Enterprise PBX and IP PBX call processing

Exceptional ACD capabilities with comprehensive universal queuing options

Interactive voice response (IVR) for "self-service" automation

Intelligent speech recognition, including:

- DTMF-unified input tools
- VoiceXML support
- Support for Nuance, ScanSoft® SpeechWorks®, and other speech recognition engines

Skills-based routing for agents, support teams, business users (such as Accounting, Shipping, etc.) and other mission critical staff

Interaction Tracker™ integration

- Automatically capture all interactions and tie them to your customer tracking and/or CRM system

Web-based interaction management

- Queue and intelligently route incoming e-mails, text chats, Web callback and Web collaboration requests, and IP telephony calls

Instant contact center and business interaction tools for call control, e-mail, fax and more

Complete customization of interaction flows using Interaction Designer®

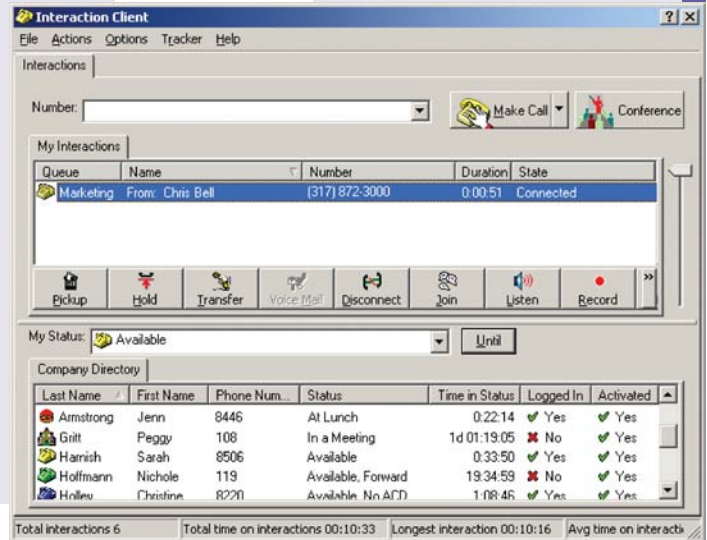
Outbound campaign management via Interaction Dialer®

Multi-site intelligent routing with Interaction Director®

Built-in multi-lingual support for English, French, German, Spanish, Japanese and other languages

- Localization across all CIC system components to streamline updates

The Interaction Client® desktop interface puts all interactions in one place, while tools for call control, e-mail, fax and more instantly make agents and business users more productive



For Agents

A unified interaction control interface that enables agents and remote agents to manage calls and interactions from the desktop, and get more done in less time

Screen pop plus tight integration with CRM applications

- Integrate CRM applications from PeopleSoft®, Siebel, Microsoft, SAP, FrontRange and other leading CRM vendors
- Put customer and sales data at the fingertips of agents as well as business users

Robust unified messaging (e-mail, voicemail, fax)

Expanded voicemail features that improve response management

A complete set of eService capabilities

E-mail and Web self-service automation using e-FAQ®

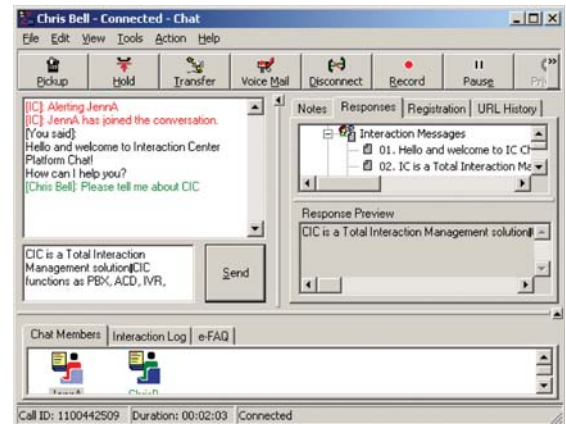
- Address frequently asked questions and issue auto responses in seconds
- Allow Web visitors to request callbacks or escalate to live help for urgent issues

Hierarchical response management

- Rapidly create and issue e-mail and text chat replies using response templates populated with your info

Customer/agent Web collaboration

- Support collaborative Web page browsing, text chat, Web callback and Web page push



CIC's hierarchical response management system speeds text chat as well as e-mail replies for even greater agent productivity

For Supervisors

Real-time continuous monitoring:

- Oversee agents and workgroups on every shift
- Monitor and listen to lines, queues, stations and users at all times
- Observe queue summary statistics and receive alerts when an agent or workgroup's pre-set performance goal isn't being achieved
- Record interactions from the *Interaction Client* desktop interface; archive and manage hundreds of thousands of recording files in *Interaction Recorder*

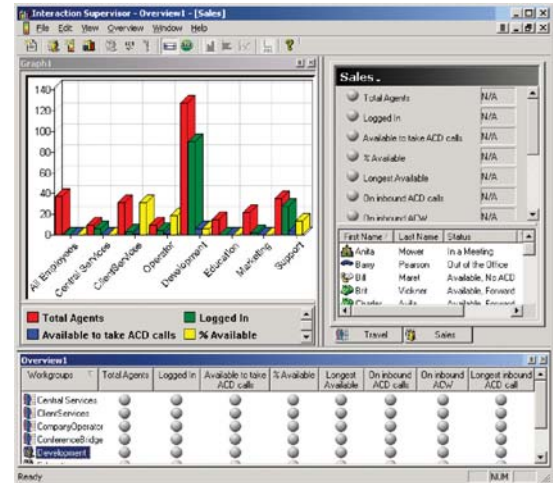
Join and Coach features to join agent/customer interactions in progress, and to coach agents through an interaction

User-definable alarms that allow supervisors to be alerted when important conditions occur

Cradle-to-grave reporting streamlined by nearly 100 standard reports to track every aspect of contact center and agent performance

Integrated *Interaction Supervisor*[™] add-on application for advanced supervisory functionality

Multimedia interaction recording, storage and management with *Interaction Recorder*

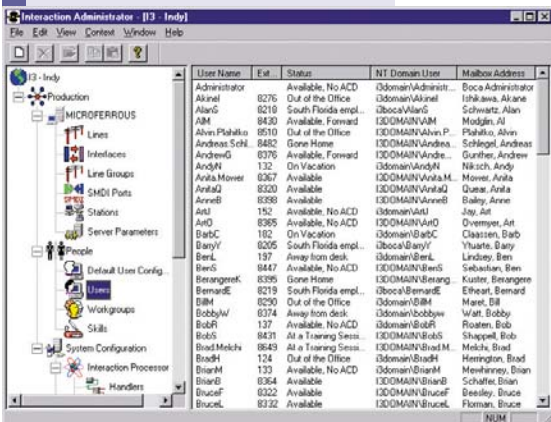


The add-on *Interaction Supervisor* application expands on CIC's already robust monitoring capabilities with one interface for real-time Workgroup Views, Workgroup Overview Views, Graph Views and customizable alerts

“ Making changes and adding new users is much simpler and faster than with other communications solutions.”

—Anne Murstad,
SEB Asset Management, Norway

Interaction Administrator gives you a single place to manage PBX lines, stations, dial plans, users, workgroups, skills, standard responses and (optionally) outbound campaigns, interaction tracking and recording management goals



For System Administrators

The open *Interaction Center Platform*[®] on which CIC is built...

a powerful interaction processing engine for your entire communications infrastructure

- Scale CIC for more users, expanded contact center/enterprise needs, integrated business applications and new communications technologies via seamless server upgrades or optional SIP-enabled voice over IP (VoIP)

Central configuration/administration

- Interaction Administrator*[®] to configure and maintain the CIC system
- Interaction Attendant*[®] to configure voice menus, prompts and IVR behavior
- Reduce admin time and facilitate in-house adds, moves and changes

Seamless operation with your IT infrastructure in that CIC runs on the Microsoft[®] Windows[®] operating system (Windows[®] 2000 or Windows[®] 2003), and works with a variety of:

- E-mail systems: Microsoft Exchange, IBM Lotus Notes[®], GroupWise[®], Sun Microsystems[™], etc.
- Web servers: IIS, Netscape[®], IBM[®], Apache, etc.
- Databases: Oracle[®], Microsoft, Sybase[®], Informix[®], IBM, etc.
- Directories: Active Directory[®], NDS, Sun ONE
- Host systems: via 3270 & 5250 terminal emulation and native TCP/IP, XML and SOAP access

Pre-integrated CIC implementation

- CIC requires no expensive CTI middleware and integration services, since the CIC system has no seams between call control, ACD and IVR, or between voice, fax, e-mail and Web interactions

Multi-site configuration support

- Link multiple contact centers and offices
- Route interactions from one location to another
- Support global configurations via CIC's IP telephony options and international network interfaces for EuroISDN and E1

Reduced implementation, administration and customization costs

- Replace multi-box hardware configurations, separate administration interfaces and high-priced customization programming with CIC's single server
- Eliminate proprietary vendor lock-ins and service contracts

Interaction Designer to create and modify handler-based logic flows in-house—and to rapidly deploy enhanced, revenue-producing interaction processing applications

“Between the fully-featured SIP phones and elimination of intermediary devices, we’ve found CIC to be an incredibly cost-effective and flexible solution.”

—Lee Bostrom,
CIO, Glenview
State Bank

CIC’s Options for SIP, HMP, Cisco AVVID and Traditional Telephony

Due to its open Interaction Center Platform architecture, CIC gives contact centers and enterprises a range of telephony options. The first is traditional T1/E1 and analog connections supported using Intel® Dialogic® and Aculab voice processing boards.

CIC also supports the SIP open communications standard, which turns CIC into a complete IP telephony-enabled solution that utilizes SIP clients such as IP phones and soft-phone clients, including Microsoft® Messenger’s SIP client in Microsoft Windows XP. CIC can be the gateway between traditional T1/E1 or analog environments, and even serves as a SIP proxy and gateway within an IP telephony infrastructure. Optionally integrate the Intel® NetStructure™ Host Media Processing (HMP) Software, and CIC becomes an “all software” solution that totally eliminates the need for voice processing hardware.

CIC additionally supports the Cisco AVVID IP switching platform, easily integrating with the Cisco CallManager solution to provide a complete set of contact center capabilities. All in one unified system without separate boxes for ACD, IVR, screen pop, unified messaging and other needed features.

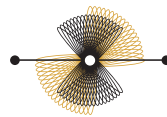
CIC’s multi-platform telephony support therefore offers any organization abundant choices in a rapidly changing communications environment. Choices that allow you to implement traditional telephony and migrate to IP telephony over time, while still preserving investments in existing applications.

Communications for a Better Bottom Line

Customer Interaction Center provides a comprehensive yet flexible communications solution everyone can appreciate. Productivity-based features for contact center agents, real-time controls for supervisors, simplified technology for administrators, revenue-producing tools for business users...and fast, attentive service that keeps customers contacting you again and again.

For More Information and Availability

For more information on the Interactive Intelligence *Customer Interaction Center*®, visit www.ININ.com or e-mail info@ININ.com.



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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