

IP Contact Center Communications Solutions

One Complete Platform. Open Software Flexibility.



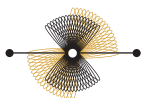
The changes a contact center must adapt to are unending. New services. Regulations. Agent consolidation, business continuity, and voice and data technology the Internet has completely redefined.

Such an environment requires flexibility. The kind hardware-centric systems can't provide.

Constantly changing requirements call for an open software approach. And innovation. Interactive Intelligence gives you both with a single telephony application suite enabled for multimedia— plus voice over IP, routing, connectivity, agent optimization, compliance, self-service and business process integration.

Contact centers will always face a world of change.

Let us help you stay ahead of it.



Deliberately Innovative

A company's guiding principles don't mean much if its customers don't benefit from them. After more than a decade in business, we still abide by ours every day.

Innovation

Interactive Intelligence is the leading innovator in markets for contact center and IP telephony communications, and since 1994 has been both a consistent and respected driving force in developing standards-based technologies for computer telephony, multimedia applications, voice over IP and the international SIP communications standard.

Innovation that adapts to changing customer and market requirements when you need it to.

Experience

Along with a knowledgeable channel that offers Web, e-mail and multimedia deployments combined with voice over IP migration, Interactive Intelligence has implemented its solutions in well over 2,000 contact centers and enterprises across the Americas, Asia-Pacific, Europe, the Middle East and Africa. A global services infrastructure approaching 200 partners and led by Microsoft, Intel and HP adds to our industry expertise.

Experience built on knowledge and understanding to give you peace of mind.

Value

By combining the innovation of open standards software with the experience of deploying and supporting IP contact center solutions worldwide, Interactive Intelligence takes value to levels unheard of with proprietary communications hardware. Get greater flexibility for varying business needs with a single integrated application suite, and hard-dollar savings on devices, networking, and system maintenance.

Value that begins the moment you choose Interactive Intelligence.



Complete yet flexible software solutions for the contact center and IP telephony.

It's what we do.

“Companies that develop their customer support processes to progressively incorporate non-call center employees, partners and specific customers significantly increase their satisfaction ratings and revenue.”

—Gartner, Inc.

“How to Transform Employees Into Contact Center Agents”

Deliberately Innovative

Contact Center

Successful contact centers understand three things:

- Offer the contact options your customers want
- Provide world-class service every time you interact with them
- Find a more effective way to do it than anyone else

But a thriving contact center also realizes that customer needs, market requirements and contact management technology can change—constantly—and that being prepared to rapidly adapt is critical.

As is the ability to set new trends.

For more than a decade, contact centers around the world have looked to Interactive Intelligence for a more intelligent way to manage multi-channel contacts and multimedia customer interactions. One groundbreaking software platform and thousands of trend-setting implementations later, and we continue to provide a better, more agile way than anyone else.

Call it innovation and experience coming together for incomparable value. Or just call it understanding how to make your contact center successful.

“In a side-by-side comparison of six IP contact center products, **Customer Interaction Center from Interactive Intelligence was named ‘Best Integrated Multimedia IP Contact Center.’** With the addition of integrated screen recording, a SIP media server for greater scalability, and enhanced agent coaching in version 2.4 of the product, it only gets better.”

—Miercom

An independent network consultancy and test lab



Proprietary costs and complexities or open adaptability: it's your choice

IP telephony has taken contact center technology in a new direction that favors software and application suites over boxes of traditional hardware. Open standards such as SIP for voice over IP and IP-based multimedia interactions also have made IP telephony more agile, especially for connectivity between formal and informal agents, multi-site operations, contact routing, and integrating both to an existing communications infrastructure and to new technologies in the future.

On the proprietary side, however, while a few vendors have reached some degree of IP openness with their hardware, most haven't. And probably won't anytime soon. Choose their systems and your contact center gets burdened with:

- Expensive forklift upgrades and maintenance contracts, along with third-party recorders, dialers, Web products, proxy servers and other bolted-on hardware to integrate contact center and enterprise applications
- Restricted system scalability, and little flexibility to blend formal agent capabilities with informal agents, or to integrate applications for CRM, workforce management, interaction tracking, etc.
- A virtually non-existent migration path for voice over IP and limited IP communications functionality, since mergers and buyouts within the industry have left contact centers with systems designed on the same non-standards architectures as previous generations of proprietary technology
- Higher compliance management risks from proprietary technologies that make it difficult to adapt in a diverse and rapidly-changing regulatory environment
- Hardware-centric communications frameworks that provide almost no fault-tolerance or redundancy, making it next to impossible to deploy a cost-effective disaster recovery solution

Customer Interaction Center®

Giving contact centers a better solution

In 1994, pre-integrated voice and data communications software for managing multi-channel customer interactions was only on the drawing board. Interactive Intelligence put it there, and since then has become the most innovative provider of multimedia contact center and SIP-based IP telephony products and services.

A different way of thinking about customer contact automation

Our goal has always been to create one solution to manage interactions of every media type... to replace multi-system PBX, e-mail, fax and Web services hardware simply not made for multimedia.

So we took a whole new approach. We created integrated software, enabled it for multimedia with an inventive interaction "event processor" technology, and gave contact centers a single software architecture to manage phone calls, faxes, e-mails and Web interactions alike. More so with voice over IP on the horizon, we developed our software using open standards for IP communications flexibility that's virtually impossible with rigid proprietary hardware platforms.

Today with more than 10 years of R&D refinement behind it, our Customer Interaction Center (CIC) software gives contact centers the most feature-rich suite of contact management applications available, highlighted by ACD and priority routing, all out of the box.

Mostly, however, CIC positions any contact center to quickly adapt to changing customer and market requirements with its open architecture and pre-integrated functionality. Just as we intended.

Innovative software application suite for multimedia

Giving customers the contact options they want can lead to a loyal customer base and distinct advantages over your competitors. The Customer Interaction Center IP application suite includes every feature a contact center needs to establish new trends in managing multimedia customer contacts and IP communications—efficiently and consistently across each media channel.

ACD and multimedia queuing. Skills-based and priority routing. PBX, IVR, recording, fax server, Web services, quality monitoring, and a unified desktop user interface for formal and informal agents as well as supervisors.

CIC even provides the switching required for call routing, and supports easily integrated applications from the Interactive Intelligence product lineup for self-service automation, outbound and blended campaigns, multi-site routing, multimedia recording, interaction tracking, and advanced supervisory control.

Continuous customer contact improvement and agent optimization

Our innovative approach also allows contact center management to put quality programs into place for all media types. While CIC offers call recording out of the box, our integrated Interaction Recorder add-on recording and monitoring solution allows contact center managers to record agent performance, score the agent based on customizable questionnaires, and run reports and review agents for phone, fax, e-mail, and Web chat processing. This same system also assists regulated companies with agent compliance issues.

Advanced outbound/inbound contact capabilities

Outbound/inbound contact capabilities raise customer satisfaction levels and boost revenues. CIC's outbound Interaction Dialer application provides a unique blended multimedia customer contact solution that optimizes agents through scripting and agent "staging" capabilities—and that lowers the cost of ownership over traditional outbound dialers by using standard components, boards, and servers.

Combine our tracking and recording solutions with this comprehensive approach to stand-alone and blended predictive dialing, and value increases handsomely for teleservices firms, collections companies, and any business faced with regulatory or compliance issues

Easily migrate your contact center to voice over IP
Along with being a leading developer of multimedia contact center technologies, Interactive Intelligence early-on was one of the first to offer IP telephony software for the Session Initiation Protocol (SIP) communications standard.

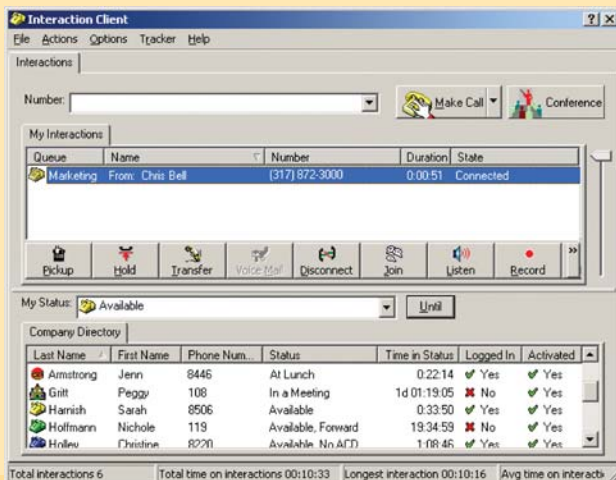
By extending the same inherent SIP capabilities to our Customer Interaction Center software, CIC paves a straightforward migration path to voice over IP with:

- An integrated SIP-based media server that offloads the processing of call recording and other media operations, allowing contact centers to leverage SIP's network scalability
- A bundled 100% software suite well-suited for IP technologies that favor software over hardware, and that incorporates a cost-effective disaster recovery solution
- An all-in-one IP software platform for multimedia interactions, formal and informal agents, and worldwide routing
- The built-in Interaction Designer® graphical application generator, which allows IP contact centers to rapidly deploy new services and customized interaction options

A scalable offering

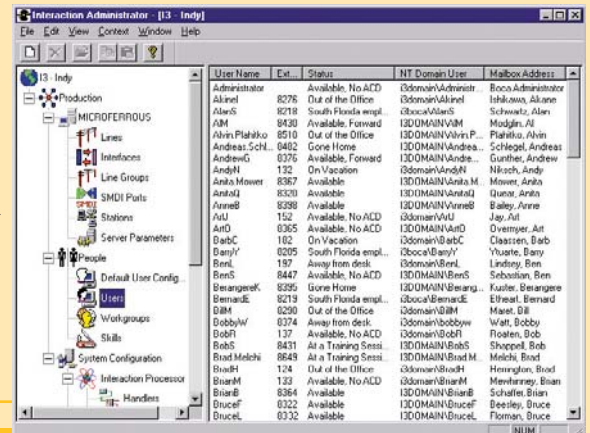
Call centers of 10 to 25 agents or contact centers with thousands of agents, remote agents and multiple locations. Interactive Intelligence uniquely equips any size environment with our pre-packaged applications for integrated phone calls and Web and e-mail processing.

Larger contact centers can also extend applications to blend with business processes and data systems without high IT costs, while the solutions we offer as add-on modules make us popular with global contact centers wishing to standardize their technologies with our intelligent router and software flexibility. Formal contact centers additionally appreciate the multimedia supervision and quality monitoring capabilities that few other solutions give them.



The Interaction Client® desktop interface puts all interactions in one place to make formal and informal agents more productive

Interaction Administrator gives IT teams a single place to manage PBX lines, stations, dial plans, users, workgroups and skills, plus outbound campaigns, interaction tracking and recording functions



One Comprehensive Solution

With more than a decade of industry experience behind it, our IP contact center suite's out-of-the-box applications for customers, agents and supervisors are unmatched when it comes to serving today's multi-channel consumer. They're also as flexible as they are complete, all starting with the Customer Interaction Center software as the foundation

Build an exact solution for your contact center in modular fashion, adapt to changing customer and market requirements by incrementally adding features and users as needed, and never worry about more hardware or third-party systems from a proprietary vendor again.

Total contact management

ACD • multimedia queuing skills-based routing

Queue and route inbound calls, faxes, e-mails and Web interactions to formal and informal agents, workgroups and business partners

IVR • intelligent speech recognition

Support industry-leading speech recognition engines plus DTMF-unified input tools and VoiceXML

eServices management

Leverage multimedia queuing for incoming IP telephony calls, e-mails, Web text chats, and Web callback and collaboration requests

Self-service automation

Integrate e-FAQ to automate e-mail and Web self-services

PBX • IP PBX

Built-in multi-lingual support

Support options for English, Spanish, French, German, Japanese and other languages

For agents—formal and informal

Desktop interaction control

Handle queued calls, e-mails and Web interactions in the Interaction Client unified desktop interface

Client integrations for the Microsoft environment

Microsoft Outlook®, Microsoft Business Solutions-Great Plains®, Microsoft CRM, Microsoft Live Communications Server®

"Thin" Client strategy

Extend the Interaction Client to distributed and remote CIC users with zero-effort deployment

Screen pop • CRM integrations

Recording

Digitally record calls and Web chats

Hierarchical response management

For e-mails and Web chats

Presence management

Fax server • desktop faxing

Voicemail • unified messaging

For supervisors

Real-time continuous monitoring

Oversee agents and workgroups, monitor queues and stations, listen to lines, record interactions, view queue summary statistics

Join and Coach features

Join agent/customer interactions in progress and coach agents throughout an interaction

Agent messaging

Message agents immediately, based on service levels, or as regular bulletins

User-definable alarms

Automatically receive alerts whenever important conditions occur

Alert monitor view

View and manage real-time exceptions across all contact center operations

Cradle-to-grave reporting

Track contact center and agent performance with nearly 100 standard reports

For system administrators

CIC's open software architecture

Easily integrate business applications and scale to more users, locations and functionality via seamless CIC server upgrades or SIP-enabled voice over IP

Central configuration/administration

Configure the CIC system in Interaction Administrator®, and structure voice menus, prompts and IVR behavior in Interaction Attendant®

Pre-integrated CIC implementation

CIC requires no expensive CTI middleware and integration services

Seamless operation with your IT infrastructure

Integrate CIC with a variety of e-mail systems, Web servers, databases, directories, and host systems.

Multi-site configuration support

Support multi-location configurations using CIC's voice over IP options and network interfaces for EuroISDN and E1

Interaction Designer

Create and modify handler-based logic flows and rapidly deploy enhanced interaction processing applications

Expand Contact Center Functionality

Interaction Dialer® for outbound and blended predictive dialing for all system sizes including high-scale outbound campaigns

Interaction Recorder® for multimedia voice and screen recording and scoring that makes every agent better

Interaction Director® for intelligent multi-site routing that balances interaction loads and optimizes any workforce

e-FAQ® for knowledge and auto-response management that answers any inquiry in seconds

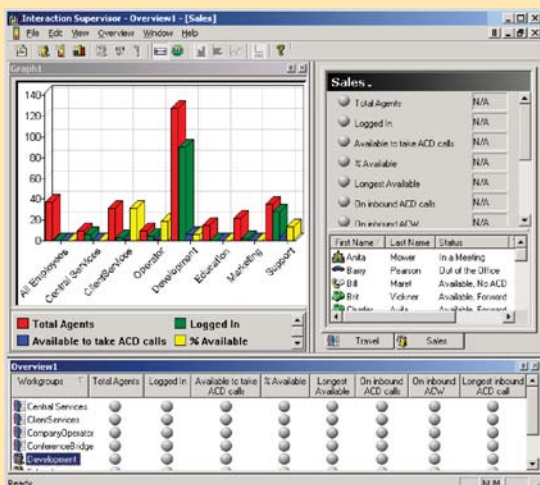
Interaction Tracker for archiving every interaction you have with customers as well as organizations

Interaction Supervisor for real-time monitoring that maximizes the performance of any workforce

Options for SIP, HMP and Traditional Telephony

As more contact centers move toward IP communications, the greatest competitive advantage they can get is to migrate to voice over IP as quickly as possible. Use the "IP ready" Customer Interaction Center software to support the SIP communications standard, and to serve 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 eliminates the need for expensive and unreliable voice processing hardware.

If your contact center isn't quite ready for IP and SIP, CIC can also serve as the gateway between traditional T1/E1 or analog environments via connections supported using Intel® Dialogic® and Aculab voice processing boards. 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 in one unified system without separate systems for ACD, IVR, screen pop and other contact center features.



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

Benefits for Your Contact Center

Investment protection. Affordable self-service applications. Open standards flexibility and a clear-cut migration path to voice over IP. Get it all with a single full-featured IP contact center suite that also reduces the cost and complexity of managing multi-channel customer contacts.

Customer Interaction Center, only from Interactive Intelligence.

Increase your competitive advantage

Provide the unique services your customers want, enhance their experience by making every agent a better contact center ambassador, and improve customer satisfaction levels as well as revenue with supervisor quality monitoring to continually improve interaction and business processes.

Rapidly migrate to voice over IP via SIP

Leverage CIC's inherent SIP capabilities, proxy server and media server for voice over IP migration, and eliminate the costly bolt-on hardware that many proprietary systems require. Available Intel NetStructure Host Media Processing (HMP) Software in CIC also replaces expensive voice boards to support cost-reducing IP phones, headsets and end-user devices.

Centralize administration for the multi-channel environment

Administer a single network-based CIC server for IP, and configure users, lines and stations—along with outbound campaigns, multimedia recording and other CIC system features—in one interface, even for multi-site contact centers. CIC's auto attendant functions also are administered on a single interface.

Avoid expensive vendor maintenance services

Complete adds, moves and changes in-house, and say goodbye to the hidden costs of integration projects that actually rob your bottom line.

Protect investments

Quickly and flexibly respond to business continuity requirements plus changing competitive environments and workforce issues with a single open standards software platform that grows with your contact center.

Optimize your workforce

Empower formal, informal and remote agents to manage and transfer calls, conduct Web chats, record interactions, and conference from the desktop with point & click efficiency. CIC's multimedia queuing, skills-based routing, screen pop and CRM integration also optimize performance.

Provide superior service and self-service

Offer customers multi-channel contact options, quickly and accurately route calls and Web interactions, deploy automated self-services based on customer requirements, and ensure the results customers look for with quality monitoring. Continuous improvement projects additionally benefit from the ability to record all media transactions as well as agent screens.

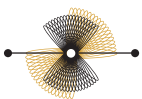
Realize a faster return on investment

Leverage CIC's contact center functionality as a total communications solution that works with your existing PBX, or completely replace it with CIC's out-of-the-box IP PBX capabilities.

Hard to Believe?

Some people find it hard to believe. The breadth of functionality, the distinct advantages of an open approach, the ease of disaster recovery and things like advanced tracking to comply with regulatory requirements. Interactive Intelligence brings your contact center and business processes together with a powerful software interaction platform and flexible architecture made to adapt to constantly changing customer and market requirements.

Deliberate innovation, more than 2,000 customers, implementations in close to 60 countries, and the backing of a global public company make our IP contact center suite very real.



Interactive Intelligence Inc® | Deliberately Innovative

Interactive Intelligence provides the most innovative products and services available today for the contact center, enterprise IP telephony, unified communications and self-service automation.

Solutions that are modular in nature, built with proven, award-winning products that push the edge of technology to deliver a truly best-of-class offering.

At Interactive Intelligence, it's what we do.

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