

Interactive Intelligence Customer Interaction Center® (CIC) SMS Channel

The simplicity and sheer dominance of SMS makes it an essential channel for customer interactions. With 7.9 trillion SMS messages being sent globally in 2014ⁱ, this channel provides a tremendous opportunity to communicate with customers at a lower cost while enhancing the customer experience.

Use SMS to support consistent service and meet customer expectations.

The Interactive Intelligence Customer Interaction Center® (CIC) all-in-one platform lets your organization manage SMS along with all other types of interaction media channels – phone, email, web chat, social media, etc.

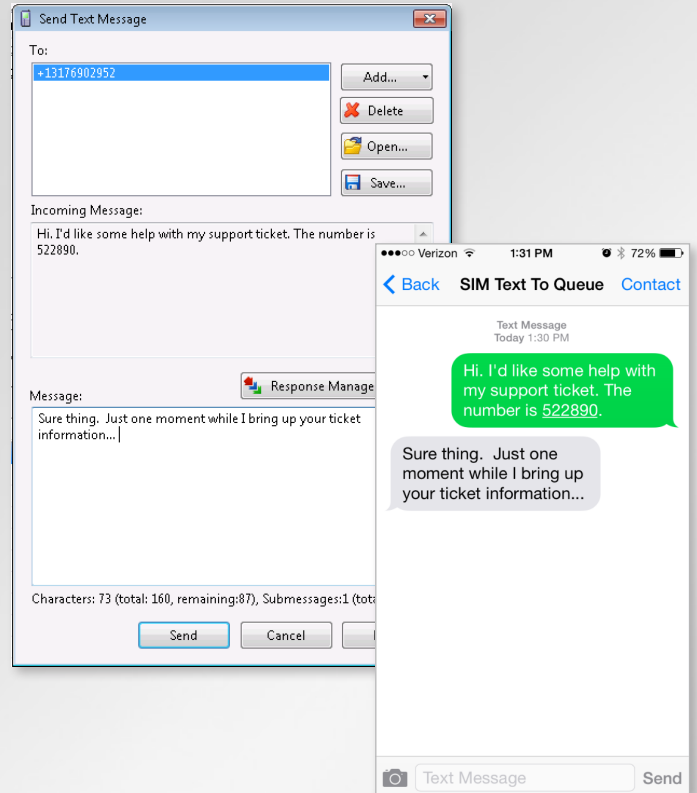
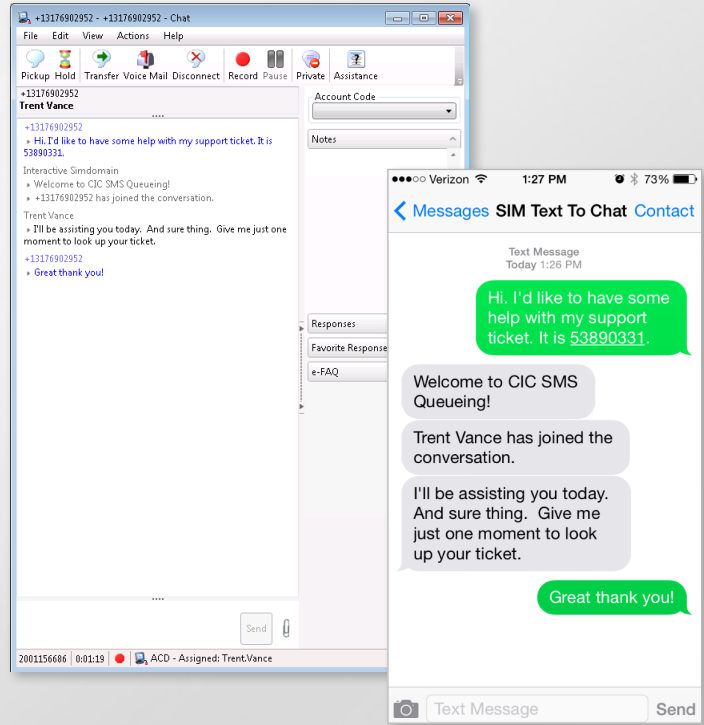
Leveraging the CIC universal routing engine, SMS interactions are directed both inbound to agents and outbound to customers according to universal business rules. This means contact centers can better meet customer expectations for effective, consistent service via their channel of choice.

Outbound SMS capabilities within CIC support proactive SMS alerts to customers. Based on business rules, these notifications can be targeted to a specific customer profile and needs – dramatically improving the customer experience and operational efficiencies by ensuring customers receive the information they need at the right time. Proactive alerts can be sent for a number of reasons.

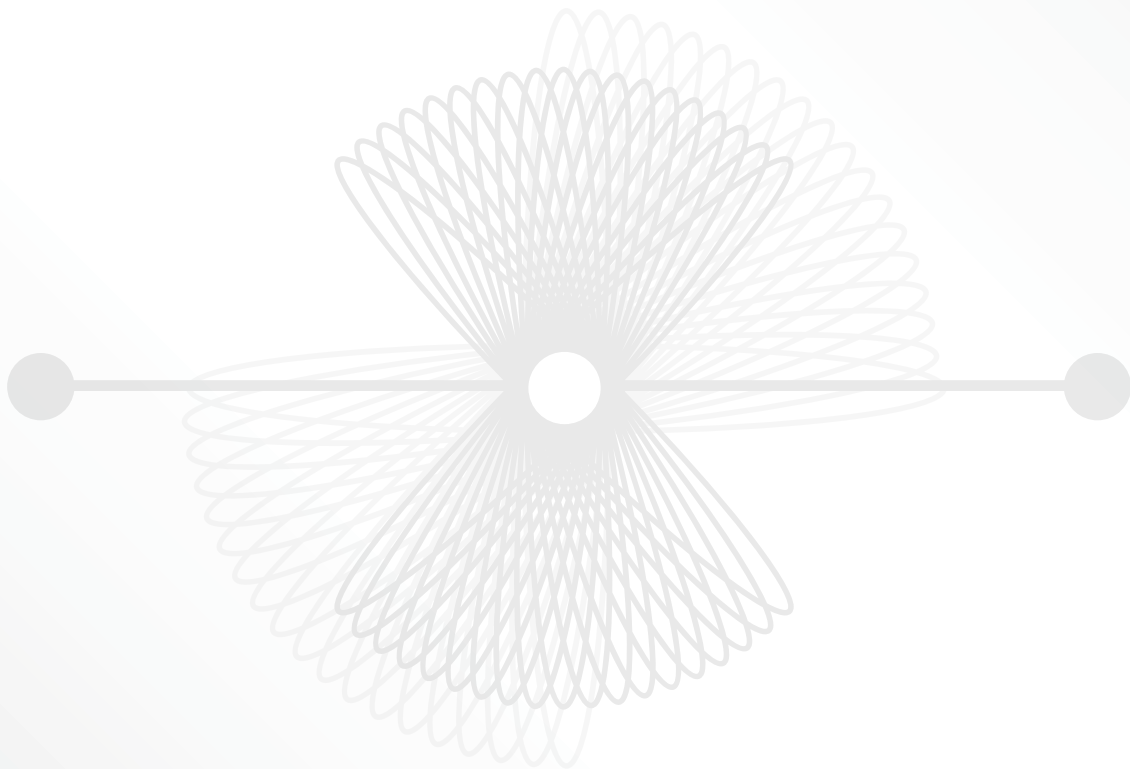
- Changes in airline flight schedules
- Reminders for medical appointments
- Notifications that checking account funds have reached a customer-selected threshold

Available features

- Outbound SMS messages based on pre-defined business rules
- Outbound SMS “push” messages via lists
- Chat-like conversations between a customer and an agent
- Support and configuration for multiple HTTP-based SMS brokers
- Text masking to protect confidential information
- Tracking within CIC reporting tools
- Real-time monitoring and tracking to assess how agents manage SMS conversations
- Outbound SMS “push” messages via lists
- Alerts based upon rule driven criteria such as message content, customer value, conditions, and context
- Natively available with *Interaction Process Automation™* (IPA) for use in multi-phase processes



ⁱSource: Ovum mobile messaging traffic and revenue forecast: 2013-18



INTERACTIVE INTELLIGENCE®

Interactive Intelligence is a global provider of contact center, unified communications, and business process automation software and services designed to improve the customer experience. The company's unified IP communications solutions, which can be deployed via the cloud or on-premises, are in use by more than 6,000 organizations worldwide.

At Interactive Intelligence, it's what we do.

© 2014 Interactive Intelligence Group, Inc. All rights reserved.

World Headquarters

7601 Interactive Way
Indianapolis, IN 46278 USA
+1 317 872 3000 voice and fax

EMEA

Thames Central, Hatfield Road
Slough, Berkshire, SL1 1QE
United Kingdom
+44 (0)1753 418800 voice and fax

Asia Pacific

Suite 6.1 Level 6 Menara IMC
8 Jalan Sultan Ismail
50250 Kuala Lumpur
Malaysia
+603 2776 3333 voice
+603 2776 3343 fax

0414

4068-SMS-ENG

www.inin.com