

## Ensure the right resources are available when needed.

*Interaction Optimizer* helps service organizations of all sizes successfully execute customer interaction strategies by aligning available resources with requirements. With Interaction Optimizer, service centers are able to predict and analyze contact volumes, create and staff schedules, deliver more consistent service, and manage performance in real time. An integrated workforce management (WFM) application of the Interactive Intelligence Customer Interaction Center™ (CIC), Interaction Optimizer is quick to deploy and easy to use.

### Launch WFM without the hassle.

Deploying WFM from Interactive intelligence is quick and easy. All that's needed is a license. The software is already installed and pre-integrated with CIC telephony functionality and configuration information. Costly and error-prone integrations with third-party ACDs are unnecessary. A common, centralized administration interface eliminates the need to access separate systems or create and synchronize duplicate information sources. Interaction Optimizer offers powerful WFM functionality without the deployment headaches, maintenance problems, and administration overhead of other systems.

### Get full-featured functionality in an all-inclusive package.

With a number of WFM features often sold with extra charges from other vendors, Interaction Optimizer offers outstanding value. Advanced features like multiskill, multisite, and multimedia forecasting and scheduling; real-time schedule adherence; and agent information portals are all included. Interaction Optimizer offers the functional flexibility to adapt to an organization's specific operational needs, not the other way around. Features can be easily turned on or off as needed without the need to install additional software or purchase additional licenses.

Interaction Optimizer offers comprehensive workforce management functionality in an all-inclusive package.

### Plan optimally, execute successfully.

Interaction Optimizer creates accurate forecasts for contact volumes based on historical information. Service goals (ASA or service level) then determine the optimal staffing levels needed throughout the day. Finally, schedules are created and either assigned automatically using agent preferences or a bidding process. Contact centers can rest assured they have the best plans in place to meet expected customer demand across all contact channels.

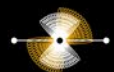
However, even the best plans may need fine tuning if unforeseen events occur. Interaction Optimizer alerts service organizations when plans start to deviate, so actions can be taken early when it is easier to get back on track. Schedule adherence helps agent keep to their schedules, and intraday management makes it easy to make adjustments where needed.

### Get the full workforce optimization suite.

Interaction Optimizer is a part of the Interactive Intelligence workforce optimization (WFO) suite, a comprehensive solution for optimizing workforce performance to achieve operational goals. Seamless integration with the Interactive Intelligence all-in-one contact center solution ensures quick deployment, lower operating costs, and worry-free operation. Interactive Intelligence WFO provides feature-rich functionality for interaction recording, workforce management, quality management, customer feedback, strategic planning, and real-time speech analytics.

#### Key features

- Enhanced data integration with the Interaction Intelligence CIC all-in-one platform
- Single and multisite forecasting and scheduling
- Skills and multimedia forecasting and scheduling
- Goals for service level, ASA, or both
- ACD simulation and Erlang C forecasting methods
- Automated preference and bidding schedule assignment
- Intraday management and reforecasting
- Real-time and historical schedule adherence
- Graphical, drag-and-drop schedule management



## Forecasting

Accurate, detailed forecasts are the foundation of successful service delivery planning. Interaction Optimizer uses historical contact information to create precise forecasts of future contact volumes. However, days and contacts are not all alike. Unusual contact activity, differing media types, varied skill requirements, and other factors that affect contact patterns and handling times are considered. Forecasts are presented visually instead of in a spreadsheet format for easy review and manipulation.

And unlike other WFM products, there is no need to implement and maintain data integrations to external ACD systems. It's already there within the CIC system.

## Scheduling

Interaction Optimizer greatly reduces the time spent creating and managing schedules. Schedules are created either automatically, using agent schedule preferences, or through a controlled bid process.

Agents can set their preferences or bid on schedules within the Interactive Intelligence system. Once schedules are assigned, staffing shortages or overages are instantly identified. Any needed changes can be easily done using a graphical, drag-and-drop interface. Agents have direct access to their schedules and receive reminders of impending events to help keep on schedule.

## Intraday management

The reality of handling customer contacts often differs significantly from the expected. Interaction Optimizer automatically tracks performance at each interval, so action can be taken before issues escalate.

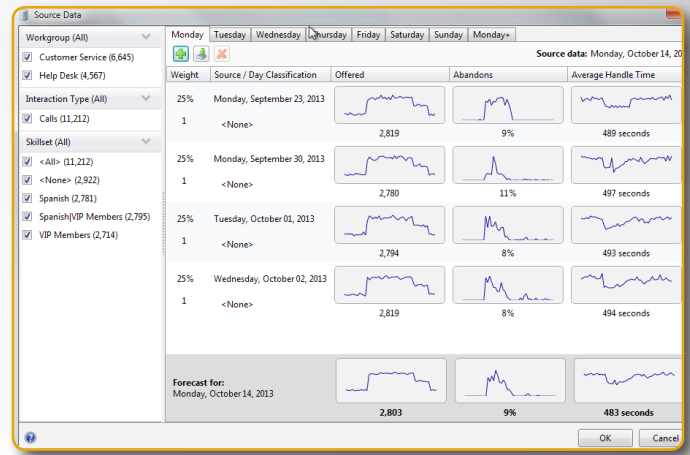
If performance expectations need to be revised for the day, contact volumes and handling times can be easily adjusted – and forecasts quickly regenerated. Temporary service level or ASA goals can also be used then reset when operations revert to normal. Quick and effective response is crucial to successfully navigate through unforeseen circumstances.

## Real-time adherence

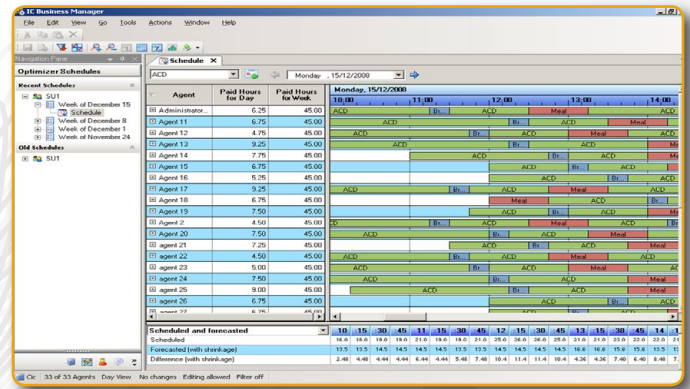
When agents fail to keep to their assigned schedules, contact center performance can rapidly snowball downward, impeding the organization's ability to meet their service delivery goals and negatively impact the customer experience. Interaction Optimizer monitors agent schedule adherence continuously in real time, and creates alerts when action is needed. Historical schedule adherence performance is available for use in tracking results over time to identify trends and agents who need closer attention. Information on schedule adherence is complemented with other real-time metrics in the Interaction Supervisor application, including the iPad edition – which lets supervisors keep up to date on their agents' performance even when away from their workstations.

## Strategic Planning

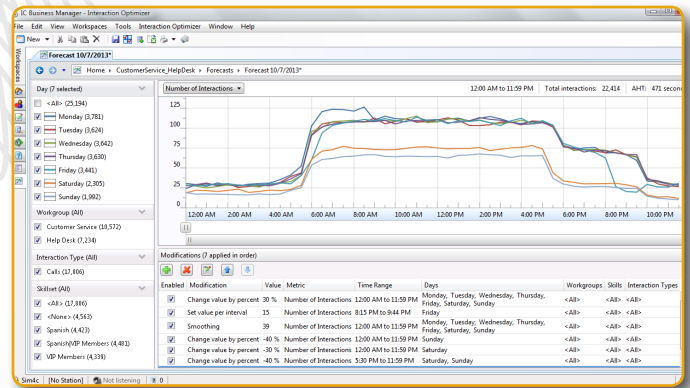
Optimizing the use of existing resources is important for contact centers to meet service goals consistently and within budget. Having too few agents or the wrong mixture of skill sets makes it nearly impossible for organizations to successfully achieve them. Interaction Optimizer works in conjunction with the Interaction Decisions strategic planning product to ensure hiring and staffing plans are aligned with the contact center's operational goals. Effective strategic resource planning maximizes an organization's investment in workforce management by making sure the right agents are hired, trained, and available when needed.



Visually review and easily edit historical data for forecasts



Drag-and-drop schedule editing with over/understaffing per period



Graphically modify forecasts and preserve edits for future use

# 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 5,000 organizations worldwide.

At Interactive Intelligence, it's what we do.

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**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

4051-IOZ-ENG

[www.inin.com](http://www.inin.com)