

**Redefine the experience.
 Let customers choose their own agent.**

Companies are reinventing themselves to meet the needs of an increasingly powerful customer. The way we consume movies, music, books, and technology is evidence of this – we carry them on our smart devices every day. We choose what we want, when we want it.

But what about customer service? Things haven't changed so much. Until now.

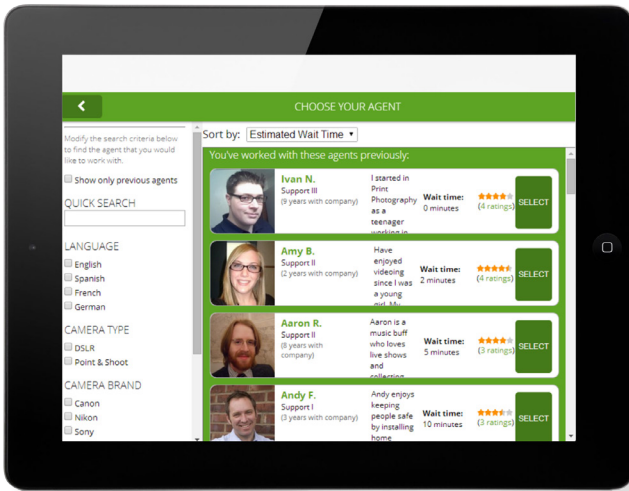
PureCloud Social Customer ServiceSM enables you to truly reinvent the service experience by empowering customers to choose their own agent after viewing personality profiles, service ratings, and wait times. And don't worry, you have control over services and information presented. It's easy as 1-2-3.

Stand out and enhance the experience by shifting control to the customer.

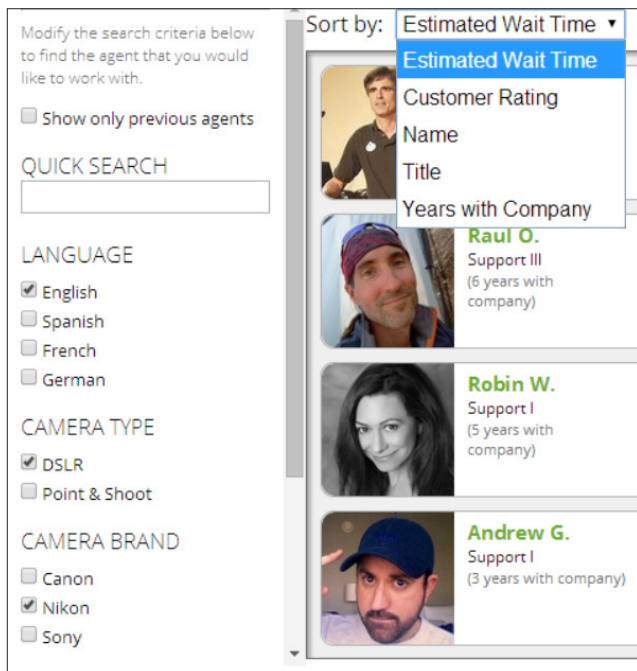
What if you could empower your customers to shop for their experience like they do consumer goods online? Social Customer Service makes that possible and helps progressive companies turn customer service into a competitive weapon.

Make it easy for customers to find their best match.

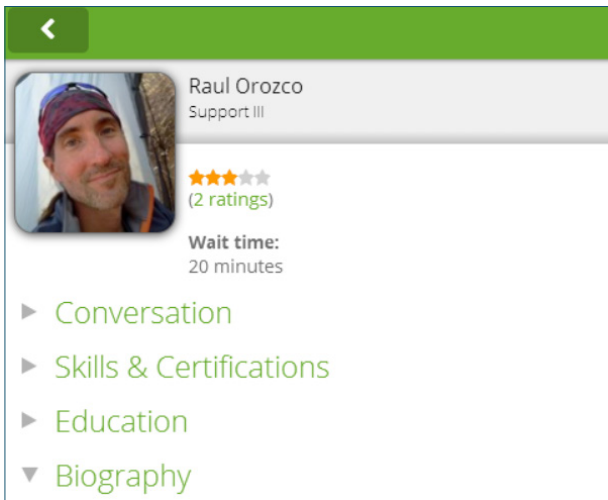
Customers use the same search and filtering methods they do on common consumer sites to find qualified agents, and can sort them by estimated wait time, customer rating and other attributes.



1. Click on service criteria and sort list of qualified agents by skill, availability, or wait time.
2. View agent personality profiles to determine the best match.
3. Select an agent, and choose a preferred communication channel.

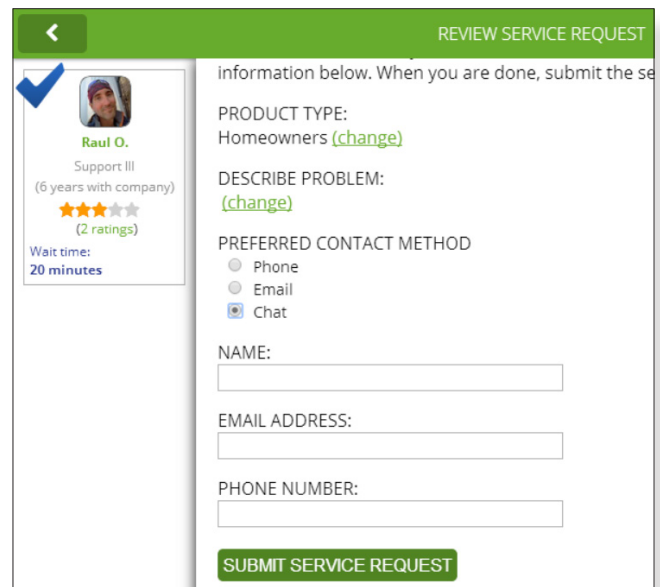


Let customers browse familiar social profiles to make personal connections.



After finding a list of qualified agents, it gets personal. Customers look at agent personality profiles that include characteristics such as interests, experience, skills, general location, and reviews from other customers. This offers a more personalized and predictable customer experience.

Provide a convenient experience with multiple channels of communication.



Once an agent has been selected, customers choose a preferred channel of communication – phone, callback, email or chat – to make a connection. This provides for a more appropriate and convenient service experience.

Interactive Intelligence platforms supported

PureCloud CaaS Customer Interaction Center (CIC)



INTERACTIVE INTELLIGENCE®

Deliberately Innovative

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 backed by more than 6,000 organizations worldwide.

At Interactive Intelligence, it's what we do. | www.purecloud.inin.com

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