



Connect customers  
and employees in new,  
more efficient ways.

- Customer-agent matching
- Employee collaboration
- Latest in web design
- Distributed cloud using AWS

# Interactive Intelligence PureCloud

Interactive Intelligence PureCloud<sup>SM</sup> is a cloud communications, collaboration, and customer engagement platform that takes full advantage of the distributed nature of the cloud. PureCloud provides rapid deployment, industry-leading reliability, and unlimited scalability to connect customers and employees in new, more efficient ways.

## Get the latest in contact center and UC technology.

PureCloud provides quick, continuous access to the features you need to deliver a more intelligent customer experience and improve employee collaboration.

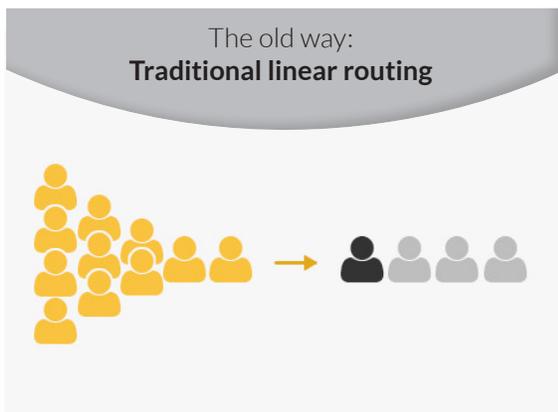


- Multichannel contact center
- Criteria-based matching
- Social customer service
- Voice self-service
- Workforce optimization
- Automated outbound dialing
- CRM integrations
- Unified communications
- Mobility
- Content-rich directory

The PureCloud platform quickens the pace of progress by empowering you to access a continual flow of advanced capabilities.

## Reinvent the customer experience.

PureCloud lets you connect customers and agents in entirely new ways to deliver an unprecedented and personalized customer experience. The idea isn't just routing the next contact in queue or assigning the next agent. It's all about making the best possible match.



Traditional linear queuing and routing is all about lining up customers and agents – first-in/first-out, next available, or simple skills-based routing. The result is too often an ordinary experience. PureCloud's criteria and user-driven matching offers two new ways to connect customers and agents.

**Pure Match** looks at the real needs of a customer to match them with the best possible agent – every time.

**Social Customer Service** allows the customer to select their own agent based on who they think is best for them.

Both help you rise above the ordinary to deliver an exceptional customer experience. And move from next to best.

*"Developing innovative, attention-grabbing customer engagement solutions has been the hallmark of Interactive Intelligence since its founding in 1994. The firm has set a course that its competitors have followed, and in doing so it has achieved considerable marketplace success..."* Frost and Sullivan

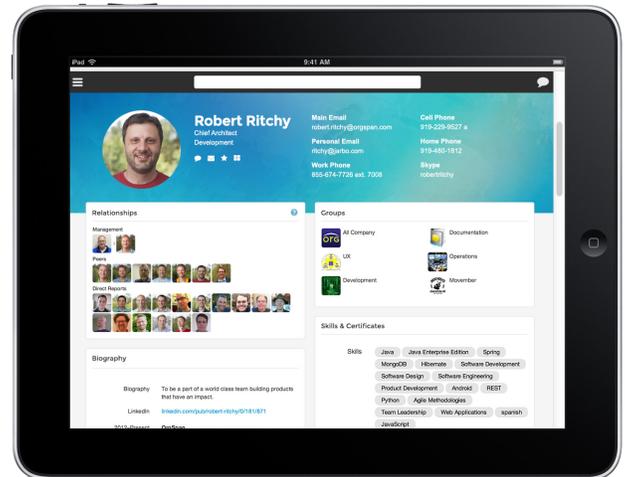
## Improve employee collaboration.

PureCloud offers rich social directory and unified communications services that create more intelligent connections between employees.

Based on social media design, the rich directory reduces the time employees spend unproductively searching for the right colleague.

Unified communications capabilities such as presence, instant messaging, persistent group chat, and IP telephony enable collaboration with one click.

And when accessible from any device, business moves at the speed of now. Fast, efficient, and appropriate for the moment – when only a moment can be spared.

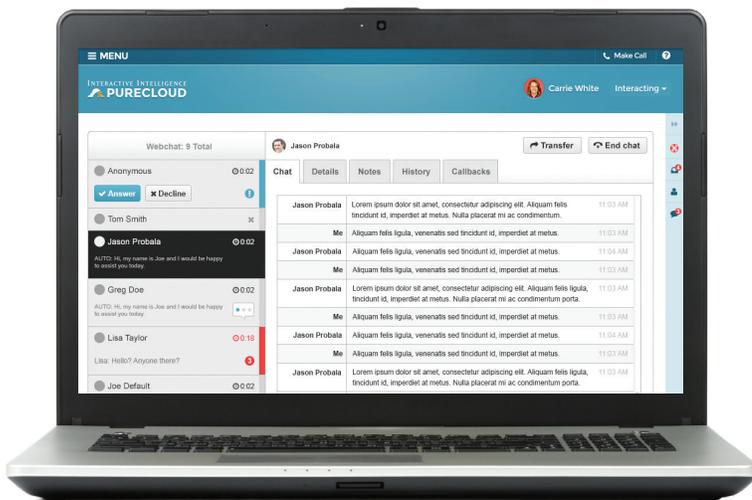


## Give agents and business users what they deserve.

PureCloud lets you put the latest in web and mobile design at users' fingertips for an improved agent and business user experience.

Whether it's handling multiple channels of customer communication, collaborating with fellow employees, or managing agents, it just feels natural.

When you give users what they know and want – work no longer feels like work. And improved user satisfaction and efficiency promote an increased focus on the customer experience.



Take full advantage of the cloud.

Today's CIO understands the value of the distributed cloud. Unlimited scalability. Maximum reliability. Faster deployment. And continuous access to new functionality. PureCloud brings all this with its distributed cloud architecture using Amazon Web Services.



The PureCloud platform is highly extensible. Purchase one service today, and get a powerful platform you can build on tomorrow. Start with a rich, company-wide social directory – and then add unified communications, contact center, and social customer service later. Or go for it all now. Your choice.

The result is a consistent interface, a single provider, and the functionality you need – when you need it.



Deliver a more intelligent customer experience and improve collaboration.



**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 in use by more than 6,000 organizations worldwide.

At Interactive Intelligence, it's what we do. | [www.inin.com](http://www.inin.com)

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