



INTERACTIVE INTELLIGENCE®

Deliberately Innovative

Partner: Interactive Intelligence, Inc.

Website: www.inin.com

Partner Size: 1,100 employees

Country or Region: United States

Industry: Professional services: Software engineering

Partner Profile

Interactive Intelligence (NASDAQ: ININ) is a global provider of unified business communications solutions for contact center automation, Unified Communications, and business process automation. Its all-in-one communications software suite is scalable and standards-based, offering single-platform architecture with inherent multichannel processing to deliver comprehensive applications without the cost and complexity introduced by multipoint vendors. Founded in 1994 and backed by more than 4,500 customers worldwide, Interactive Intelligence delivers a comprehensive solution set composed of premises-based and communications-as-a-service (CaaS) offerings, including software, hardware, consulting, support, education, and implementation.

For more information about Interactive Intelligence products and services, visit the website at: www.inin.com

Customer Interaction Center integrates with Microsoft Lync Server 2010 to deliver a complete unified communications solution for contact centers.

By combining the features of the Microsoft Lync Server 2010 user interface and the Customer Interaction Center client, users can communicate effectively throughout the enterprise with agents, knowledge experts, business users—everyone. Teamwork takes hold, customer issues are resolved more rapidly, and service can improve dramatically.

Business Needs

The contact center is the frontline of any organization, where agents work to ensure that customers receive the answers to their problems and the products or services they want. But when the agents don't have the answers they need at their fingertips, delays occur, satisfaction rates drop, and customers look elsewhere.

Agents need an integrated communications solution that assists them in finding the right answer from the right person at the right time—regardless of whether that person is in the contact center or somewhere else within the organization.

Solution

Customer Interaction Center from Interactive Intelligence is an all-in-one, contact center solution that gives agents the tools they need to reach into the enterprise to find that knowledge expert.

Through a tight integration between the Customer Interaction Center desktop client interface and Microsoft Lync Server 2010, agents can see real-time presence information about everyone in the organization, use instant message to chat with them, and then choose to call them or even conduct a point-to-point video interaction to get the answers they need. Since the

integration is all handled seamlessly, agents stay within the Customer Interaction Center desktop environment and yet can bring any Lync Server 2010 user into a conference with the customer and even record the conversation as part of the quality monitoring and assurance process.

Customer Interaction Center provides flexibility, scalability, and several advanced features. Interactive Intelligence offers it as an on-premises solution or as a hosted service. Either way, it supports contact centers that are staffed by 25 to 5,000 agents. Solution features include the following:

- IP PBX/PBX call processing
- Automatic call distribution with built-in, multichannel queuing
- Speech-enabled interactive voice response
- Recording, scoring, and real-time continuous monitoring
- Inbound/outbound campaign management

- ~~AAA~~ Real-time speech analytics
- Workforce management
- Supervision and system monitoring
- Remote agent capabilities
- Unified communications messaging and voice mail

Benefits

By using the Customer Interaction Center with Lync Server 2010, customers can take advantage of a cost-effective communications solution to improve agent performance and increase customer satisfaction. Benefits include:

Multichannel Customer Service

Customer Interaction Center handles all types of communications—calls, faxes, email, web chat, short message service (SMS), social media and online forms—the same way, so companies can deliver service that's both consistent and responsive. Monitoring and end-to-end reporting across all channels help ensure

high-quality customer service and work-force performance.

All-in-One Platform

With this unified solution, customers can centralize multichannel processing and inbound/outbound blending as well as system configuration, administration, and reporting. They can replace the multiple hardware communication systems that they currently use with a single all-in-one platform and application suite architected for SIP and networked VoIP.

Reduced Costs

Organizations can cut their total cost of ownership by centralizing system administration to one interface, converging voice and data on a single network, and lowering overall maintenance. And because fewer servers are required, energy consumption will decrease throughout the data center.