

Integration with Microsoft® Lync® Server

Unify communications to better care for customers.

Microsoft Lync Server is running viral across enterprises as business users take advantage of additional, low-cost collaboration channels. Companies are also seeing an opportunity to empower contact center agents who can use this technology to enhance the customer experience.

Available for either **Lync 2010** or **Lync 2013**, the Customer Interaction Center™ (CIC) software from Interactive Intelligence and Lync Server work together seamlessly to improve the customer care process.

Strategically, and architecturally, the combined solution of CIC and Microsoft Lync gives contact center agents rapid access to knowledge experts. Throughout the enterprise, it enables transparent collaboration between contact center and business users on behalf of your customers.

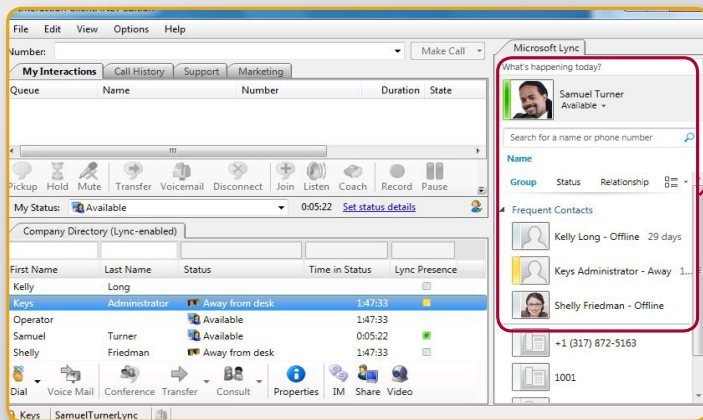
Empower contact center agents with IM and video. Agents can launch Microsoft Lync IM sessions and video calls directly within CIC's Interaction Client® interface to enhance the customer experience and improve efficiencies. No additional desktop real-estate is required.

Improve first-call resolution rates. Users collaborate ubiquitously across contact center and business environments via synchronized presence, common directories, and common communication channels.

To resolve customer issues, contact center agents locate available knowledge experts across the enterprise in real-time, and communicate with them using voice, IM or video. Agents can also conference the knowledge expert with the customer, or simply transfer the customer directly to the business user using Lync as the voice end point.

As employees unify, they increase customer satisfaction by collectively becoming the right *resource* with the right *answer* at the right *time*.

Innovate. The combined CIC and Microsoft Lync agent desktop streamlines the communications process and revolutionizes the way you serve customers.



Key features

IM and video for contact center agents

- Greater choice for internal communication
- Single, streamlined agent interface
- Automated pop of Lync interface

Synchronized presence

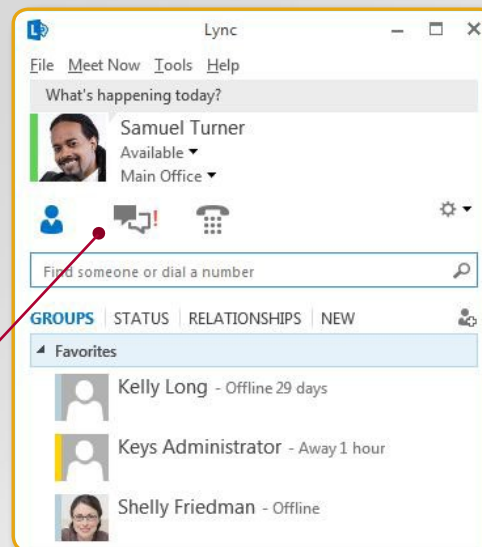
- Real-time visibility for all users across platforms
- Simplified administration
- Eliminates blind transfers and hold times

Common directory

- Single comprehensive directory for CIC and Microsoft Lync users
- Tab for Lync contacts in Interaction Client
- Single click for multiple collaboration channels: IM, video, voice call, email, fax, desktop sharing

Direct SIP integration

- Click to call
- Plug and play deployments
- No need for third-party gateways

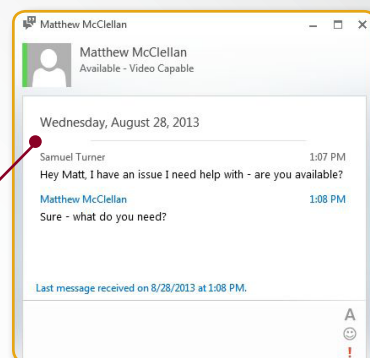
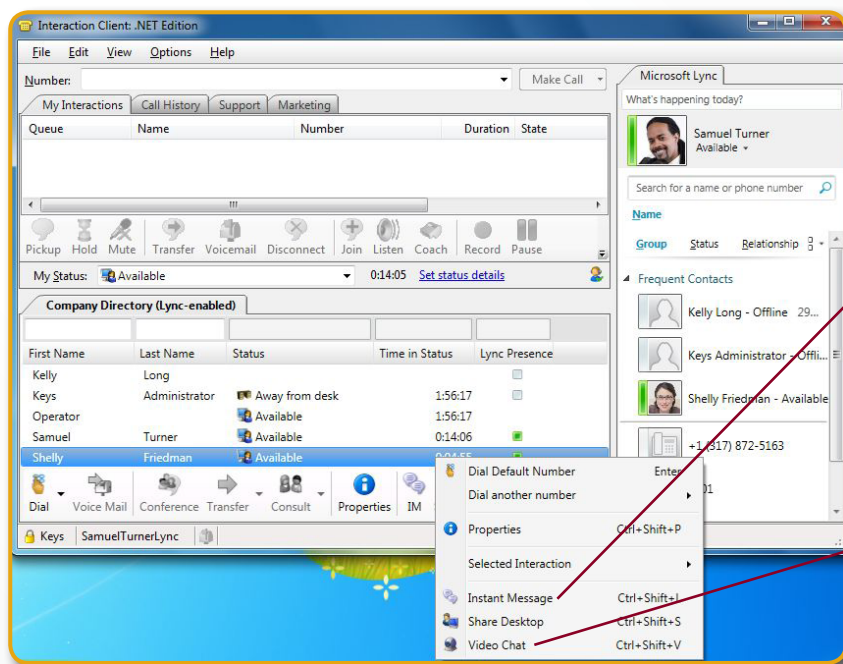


Integrated Lync Contacts list in CIC's Interaction Client desktop interface

Contact center agents quickly locate and collaborate with knowledge experts to improve the customer care process.

Count on a unified environment for more powerful collaboration.

- Common directory with synchronized presence
- Single click to multiple collaboration channels: IM, video, voice call, email, fax, desktop sharing
- Click to video from within CIC's Interaction Client desktop interface
- Click to IM from within CIC's Interaction Client
- Click to call from within either CIC's Interaction Client or Microsoft Lync



CIC user details and collaboration controls

Empower contact center agents with Lync's IM and video, along with CIC voice call, email and fax capability

INTERACTIVE INTELLIGENCE®

Interactive Intelligence offers unified business communications solutions for contact center automation, unified communications, and business process automation, based on our open standards, all-in-one software suite. More than 5,000 organizations worldwide currently benefit from our on-premises solutions, our cloud-based Communications as a Service (CaaS) offerings, or both, including value-added services for software, hardware, implementation, consulting, support and education.

At Interactive Intelligence, it's what we do.

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