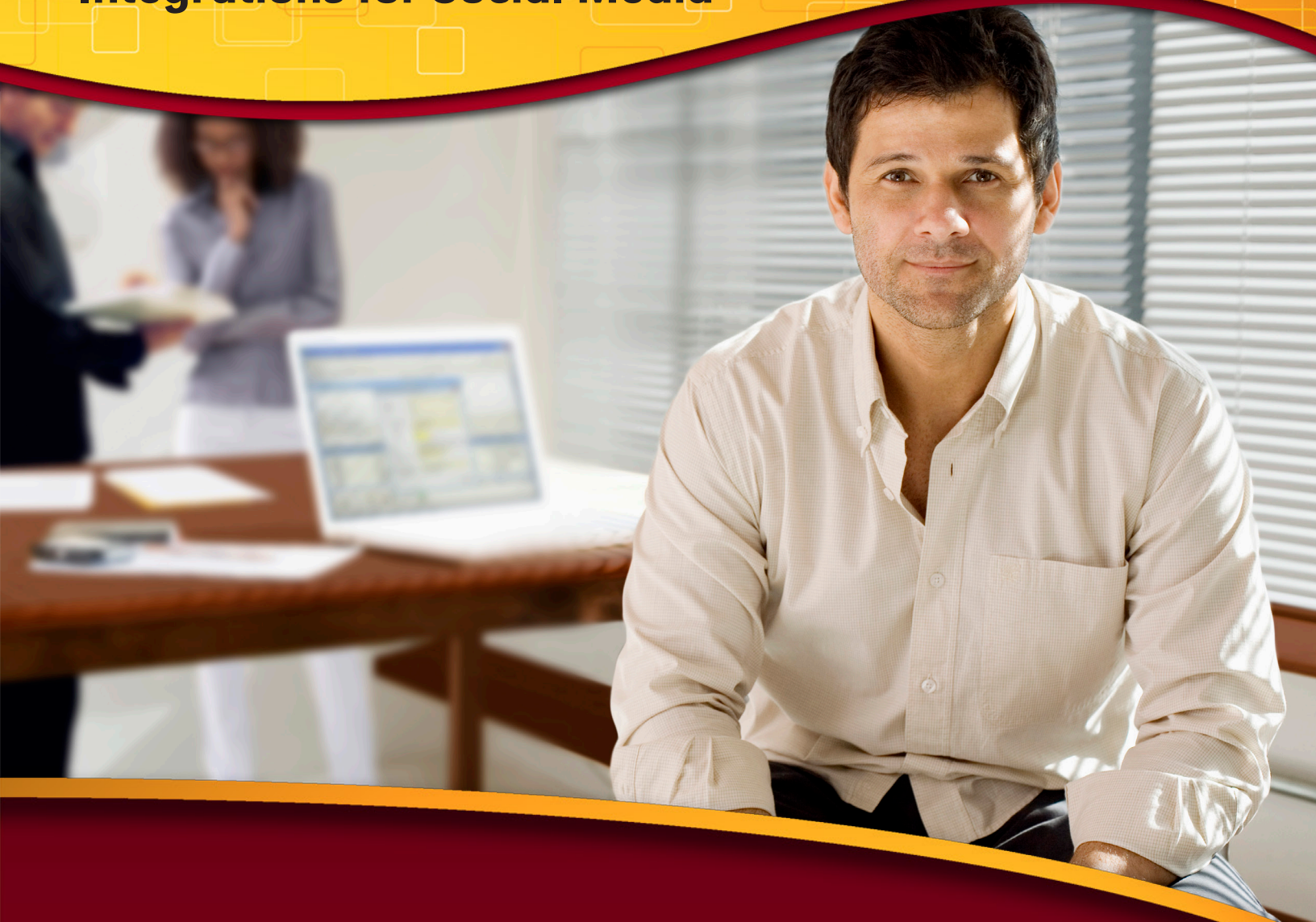
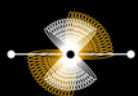


Integrations for Social Media



**See what the masses are
saying about your business... and respond**

**Social Media Solutions
for the Contact Center**



INTERACTIVE INTELLIGENCE®

When social chatter about your products, your service and your brand reaches thousands of people, it's no longer "social." It's a further outreach for your business.

Social networks have become virtual business goldmines. Leverage the reach of Facebook, LinkedIn, Twitter and streams on YouTube, and you build broader inroads to new customers and stronger connections with existing ones. At the same time, you have the power to resolve consumer discontent before posts and tweets and online forums become landmines.

The fact is, social media puts opportunities and your reputation on the line every time someone logs on. And like it or not, a social network leaves users and friends in total control to influence your brand with a single networked comment – favorably, or unfavorably.

That makes two things critical in conquering the social-business universe: Staying aware of all the chatter, and being ready to respond accordingly.

Interactive Intelligence gives you a choice of integration solutions from Buzzient and RightNow to monitor the most heavily traveled social sites in the world... and to respond to users' comments whenever you need to.

Streamline the social media process to target comments and speed responses

With the *Customer Interaction Center*™ (CIC) providing the platform, your business streamlines social media down to a single, well-coordinated process and total visibility.

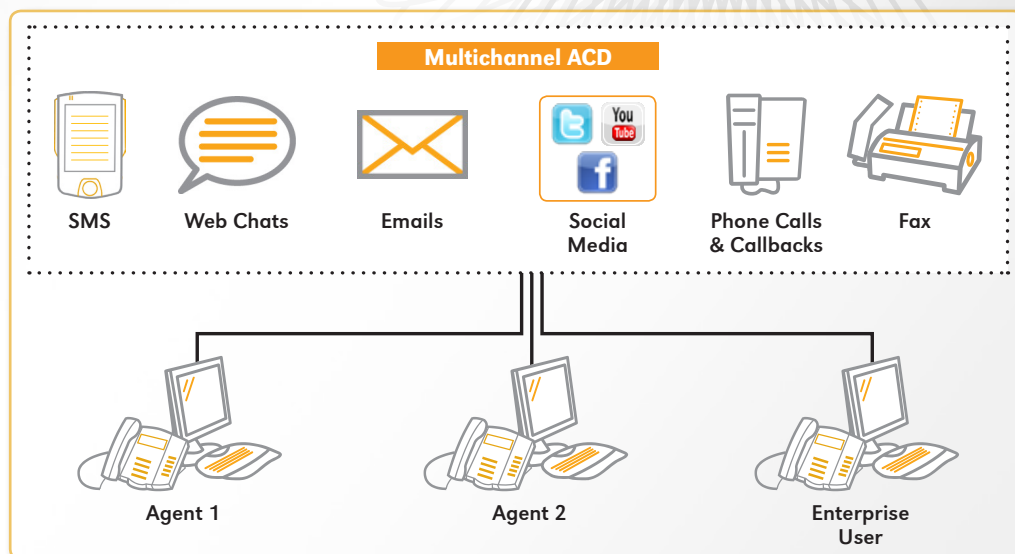
You track conversations on social networks and detect what's being said. When comments include keywords about your business, you take action. CIC tells you which contact center or enterprise users are available with its real-time presence, and then quickly and automatically routes alerts to the right person with the right skills. And whether a comment signals a sales opportunity or requires attention for an unhappy customer, your employees respond with the appropriate action, in a timely manner.

CIC, the ideal routing engine

As a routing engine, the multichannel CIC platform lets you automate and manage social media just like any other interaction. That is, you use the same ACD to route all media however you choose. Phone calls, emails, chats, faxes, SMS, generic objects and callbacks. It's why we designed our platform

from the ground up nearly two decades ago – for flexibility, to adapt to whatever inbound interactions you need to route and track.

CIC was also the first "all-in-one" platform to offer ACD, PBX, IVR and presence, and the first to provide multichannel queuing and skills-based routing for calls, emails and chats. Now at a time when other vendors are re-tooling their solutions to provide the same presence, routing and response capabilities for social media, the CIC platform does it all inherently. You might even say CIC was waiting for social media to arrive.

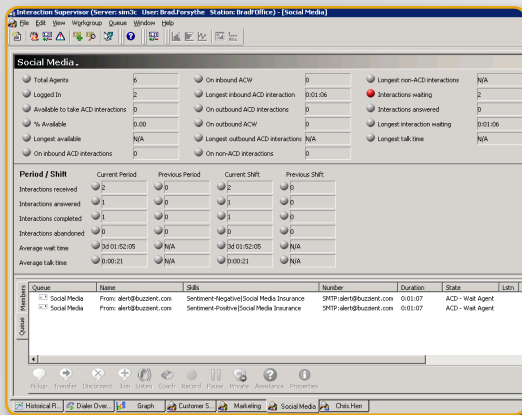


Monitor the social web via the cloud

CIC's SIP-based architecture for IP communications and cloud agility lets you easily support integrations to the cloud monitoring tools from Buzzient and RightNow. If you have your own presence on Facebook or other social sites, you just as easily support direct email messages into the contact center and simplify the response process to customers.

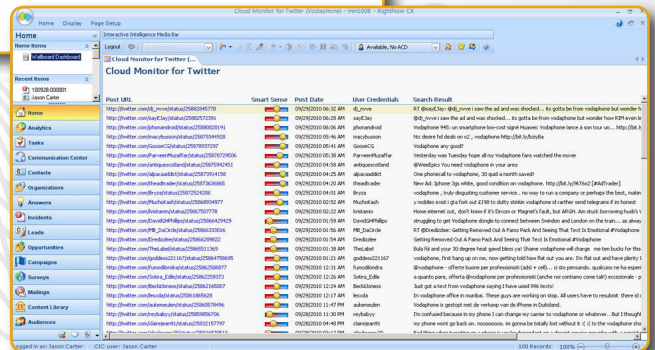
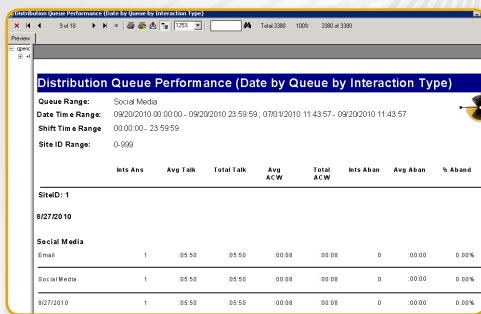
Know how much time your employees spend on responses

Here's where you get even more visibility. CIC's real-time monitoring features let your supervisors view exactly how much time employees spend responding to social media comments. Integrate to the reporting and analytics tools from Buzzient and RightNow, and you also tailor reports and build actionable data for your business's social media operations. In all, you get a full view of every social media activity and outcome, on-demand or scheduled.



Buzzient's Competitive Benchmarking Report dashboard

Real-time agent monitoring and reporting in CIC



RightNow's Cloud Monitoring capability, shown here for Twitter



Bring everything together for the ultimate customer experience

- Create a 360° social media view of your customers to aid problem resolution and support up-selling and cross-selling
- Establish a "listening station" for managing your brand reputation
- Stay current with consumer opinions on your brand, products, and services
- Streamline operations by automating and routing social media just like email, chat, fax, SMS, or phone calls via the CIC platform

Integrate to the best social media solutions in the business

Choose your integration

- No additional equipment required
 - Deploy either the Buzzient or RightNow solution in days, not weeks or months
- Route alerts via the CIC platform's ACD
 - Multichannel queuing/email routing
 - Priority and skills-based routing to contact center users
- Route media for responses however you choose via the same ACD
 - Email, generic object or callback



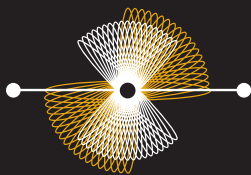
Buzzient Enterprise™

- Report on social media and internal user activity
 - Customize reports for all activity, on-demand or scheduled
 - Track how much time your users spend responding to messages
- Detail items being monitored
 - Positive and negative posts
 - Company and/or brand
 - Product
 - Keywords
 - Brand volume trends
 - Source or monitored site messages
- Competitive Benchmarking Report
 - Compare sentiment, share of voice, share of voice trend, and topic radar for all message alerts
- Inherent CIC reporting for all interaction channels



RightNow Social Experience

- Unify social media management for your users
 - Single dynamic desktop interface
- RightNow Cloud Monitor
 - Monitor multiple sites including Twitter, YouTube, Facebook, LinkedIn and others
 - Detect user sentiment with "smart sense," handle most urgent issues first for quick resolution
- Report on social media and internal user activity
 - Customize reports for all activity, on-demand or scheduled
 - Track how much time your users spend responding to messages
- RightNow Analytics
 - More than 700 role-based standard CX Analytics reports and dashboards
 - Measure critical performance metrics and quickly respond to changing business conditions
 - Customize any pre-built analytic as needed to tailor it to your business needs
 - Inherent CIC reporting for all interaction channels
- Integrate advanced social media capabilities
 - RightNow Support Community
 - RightNow Innovation Community
 - RightNow CX for Facebook



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.

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