

The Contact Center

**Market
Overview**

IP Communications for the Contact Center

**An intelligent single platform to unify
strategy, as well as communications**



INTERACTIVE INTELLIGENCE | Deliberately Innovative

Innovation

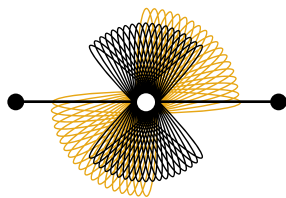
As a consistent driving force behind the development of new business technologies, Interactive Intelligence's "first-to-market" approach has made it a leading innovator.

Experience

Experienced in developing business communications solutions since 1994 and backed by more than 3,000 global customers, Interactive Intelligence brings the maturity required to satisfy the most diverse enterprise requirements, including those of multinational organizations.

Value

Interactive Intelligence helps your business improve operational efficiencies, reduce costs, increase revenue opportunities, and ensure investment protection through its all-in-one, standards-based communications software suite and comprehensive global services.



INTERACTIVE INTELLIGENCE®

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Unify more than communications

An IP communications platform should be complete, to make your contact center a service powerhouse. But it must also meet the approval of each decision-maker who relies on it, to unify your overall strategy as well as communications.

The CEO

“We need to look at another vendor... Investing in a new contact center solution isn’t the concern. What alarms me is all the other equipment that goes with it.”

We started Interactive Intelligence 15 years ago for one reason: To give contact centers an alternative to box after box of equipment and the traditional communications infrastructures they were forced to use.

Our thinking came down to a simplified all-software approach and a single integrated platform, and the result was a complete solution that’s very straightforward.

Instead of multiple systems to handle calls, emails and web chats, we developed our platform to process all types of communications and messaging in a uniform and consistent manner.

And rather than adding more systems, third-party products and bolted-on proprietary hardware to add functionality, we made it easy to add capabilities such as predictive dialing and recording with integrated applications and licensing.

We even developed a single Windows®-based interface to manage our platform, and built-in software tools to configure functions including routing rules and IVR menus. That way a contact center could make system changes and deploy new services without a proprietary vendor’s high-priced customization services.

While competitors disguise their multi-box equipment as “one integrated platform” and add products from other vendors to add features, we continue to expand a contact center’s capabilities with our own applications.

Business process automation, workforce management, automated satisfaction surveys.

All these years later, leading contact centers around the world embrace our software platform — for good reason.

“The technology investment we’ve made is protected no matter what the future is. Our capacity to grow and make changes is unlimited.”

Christopher Ewing

President and CEO, Keenan Holdings,
parent company for Cost-U-Less

The IT Director

"I do not want to be paged again at 3:00 in the morning... Keeping all these systems running is hard enough. Trying to wrap our standards around this infrastructure is even harder. So tell me, how can your technology make my job easier?"

Single, open, scalable, reliable. Those are the benchmarks Interactive Intelligence used to develop its software, from scratch. "Easier" is simply the result.

SINGLE. One interwoven platform, one intuitive environment for administration and reporting, one solution for your entire organization – the contact center, the enterprise, mobile workers, branch offices, everything. From one vendor.

OPEN. Standards-based, minus the complexity of diverse legacy systems, an approach that lets our platform fit your IT standards and networks, not the other way around. Use our software along with the technologies you already have, and use servers you've standardized on.

SCALABLE. Start small or large, and grow in any increment. Increase call volume, recording capacity, voice mailboxes, database lookups, employees and offices. All it takes is simple licensing as your business needs dictate.

RELIABLE. In the certification terms of Miercom Test Labs, our platform is "Performance Verified," meaning it handled 1 million calls in a 24-hour period, with more than a 99.999% success rate*. On our terms, our platform is built for reliability, redundancy and disaster recovery, complete with a solution to manage and monitor our servers and uncover potential issues *before* they become problems.

For you, that means a good night's sleep.

"With a single-platform architecture, all functions are automatically redundant, so we need only one backup system."

Richard Logan

IT Manager, Credit Union of America

*Miercom Lab Testing Summary Report #060402

Worldwide Partner and Services Network

When you implement communications solutions in businesses around the globe, you'd better have a strong, wide-ranging support network to back them up. Our network includes more than 300 experienced global sales and services partners as well as the direct Worldwide Services teams from Interactive Intelligence – combined to support your solution from every conceivable angle, no matter what corner of the world your business is in.

Professional Services for VoIP network readiness, implementation, best practices consulting, speech-enabled IVR, and integrations to business and database applications, whatever you need.

Support Services that ensure full-time, follow-the-sun technical support plus a direct connection to Interactive Intelligence Support Engineers and software upgrades, updates and fixes.

Managed Services that align your IT team and administrators with our experts to monitor your system 24/7. We even alert you to potential issues before they become a problem.

Education Services from administrator training and technical certification to business best practices. Take courses online, at our locations, or schedule them at your own office.

The Contact Center Manager

“Our service levels need to be better... My agents need to hit their goals more consistently and so do I. How will an ‘all-in-one’ system improve agent performance and customer service over the systems we’re using now?”

Consider everything you do now and how many different systems it takes to do it.

Interactive Intelligence consolidates the same functionality, and more, in one suite of software applications that improve more than just the customer experience.

For you, there’s one desktop environment for real-time monitoring and reporting. There’s also a single point of administration to make moves, adds and changes without having to rely on IT. That lets your contact center stay flexible and agents stay productive.

For your supervisors, wide-ranging monitoring views in one interface show what’s happening throughout your contact center, at any time. Monitoring alerts and tools for coaching also help supervisors get the best from their agents, at all times.

Each agent gets fewer apps to juggle and a single interface to manage interactions of all types. They get screen pops, scripts, and an easy-to-use interface for knowledge access and assistance. Building a better relationship with customers is automatic.

Ultimately for the customer experience, customers get their choice of media to contact you. When they do, they avoid annoying transfers and get to a knowledgeable agent faster, where their questions are answered more promptly and problems are resolved more quickly.

At the end, customers can take an automated survey, to tell you how satisfied they are.

“We cut the response time on critical trouble tickets to under an hour, which allowed us to meet our service level goals for calls and web tickets.”

Ross Talbot

Help Center Manager, Walgreens

A premise-based solution... or services on demand

Contact centers have different needs, and different budgets. Interactive Intelligence gives you your choice of a complete in-house solution, or an equally complete, on-demand CaaS offering for contact center automation at a manageable monthly cost. Your contact center benefits either way. So do your customers.

One platform. One pre-integrated application suite. Communications for the contact center, for the enterprise... for your entire business.

For the contact center

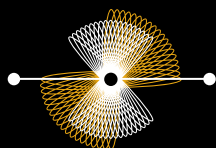
- Multichannel access: phone, fax, email, web, SMS, business objects
- ACD, intelligent multichannel queuing and skills-based routing
- Self-service automation—IVR and intelligent speech recognition
- eServices management
- Real-time quality monitoring
- Screen pops
- Call and screen recording
- Automated post-call satisfaction surveys, feedback management
- End-to-end reporting
- Interaction tracking and analytics enterprise-wide
- Outbound dialing and blended campaign management
- Workforce management
- Knowledge management

For the business user

- Intuitive desktop interface and soft phone for interaction control
- Conferencing
- Real-time presence management
- Unified messaging
- PBX/IP PBX
- Desktop faxing
- Distributed branch support
- Remote access for mobile workers and at-home agents
- Multi-lingual support
- Operator console
- Unified communications

For the IT professional

- All-in-one platform with single point of administration
- Standards-based, all software SIP architecture
- Inherent multichannel processing
- Easier deployment
- Broader integration to business applications, systems and devices
- Standards-based security including SRTP and TLS
- Multi-site interaction routing
- Business continuity and disaster recovery
- GUI design tool to configure specific logic flows and rapidly deploy new applications



INTERACTIVE INTELLIGENCE™
Deliberately Innovative

Interactive Intelligence offers unified business communications solutions for contact center automation, enterprise IP telephony, and business process automation. More than 3,500 organizations worldwide currently benefit from the company's open, standards-based, all-in-one IP communications software suite, which can be deployed as a premise-based or Communications as a Service (CaaS) solution.

At Interactive Intelligence, it's what we do.

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