



## Unlike any other contact center solution

For decades there was no other choice: Expensive proprietary telecom equipment that fragmented communications across countless devices and made administration a constant struggle.

### Traditional communications, or something better.

In 1994 Interactive Intelligence set out to create a consolidated software platform for all the functionality a contact center needs. Our aim was to simplify an organization's communications infrastructure, with software applications replacing tons of proprietary equipment.

What resulted was one system with a single point of administration, to do everything from setting up IVR applications and automating satisfaction surveys to configuring routing rules for incoming calls, emails and chats.

When we adopted SIP, we went on to make voice processing boards a thing of the past and pave a clean path to software-based networked IP telephony, which is more reliable, flexible and secure.

And unlike any other solution for the contact center, we've extended our platform's capability to process automation — to automate critical business processes as well as customer interactions. Imagine being able to turn a completed credit application on your web site into a packet of data, and then routing it to the desktop of an authorized agent. In one straightforward process, an interface with screen-popped details lets the agent approve or deny the credit request and inform the customer.

To us, it's not surprising to finally see proprietary vendors advertising "one integrated solution." But look closely and their solutions still consist of multiple systems and various points of administration. They even continue to acquire products from other vendors, to try to deliver all we do with one platform.

There's a reason leading contact centers buy in to our software approach to please their customers.

It's simply better.

### 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.

## Why a single platform matters

Technologies and vendors can come from all directions in a contact center. When they do, complexity and costly customization take over. Customer Interaction Center (CIC) is built on widely adopted standards for a resourceful and efficient communications foundation from one vendor.

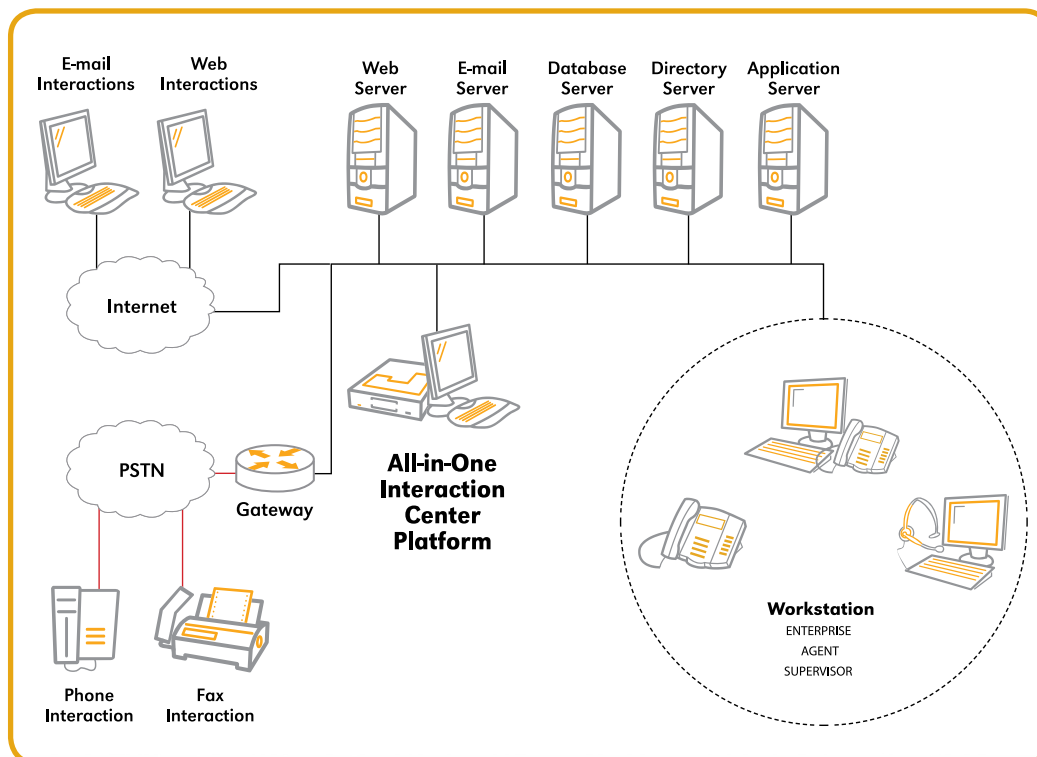
**All-in-one platform.** Centralize multichannel processing and inbound/outbound blending as well as system configuration, administration and reporting. Fewer required servers also reduce energy consumption throughout your data center.

**Scalable all-software architecture.** CIC eliminates costly voice boards and multiple points of failure, makes rip and replace a thing of the past, and makes disaster recovery and multi-site location independence inherent. Incremental application licensing makes it easy to meet growth needs.

**Applications for the contact center and the enterprise.** Deploy CIC's SIP-based switching, unified messaging, interaction management and business process automation functionality enterprise-wide, including to branch offices and remote and mobile employees.

**Wide-ranging interoperability.** Out-of-the-box integrations connect to voice systems, databases, web services, messaging platforms, back-office applications, WFM packages, third-party systems, and SIP devices and hardware, virtually any component unique to your business and communications processes.

**Cost-effective multichannel customer service.** Calls, faxes, email, web chat, SMS, online forms. CIC handles all types of communications the same way for service that's both consistent and responsive. Monitoring and end-to-end reporting ensure quality across all channels.



## Performance across your contact center

### Total contact management

- Multichannel access: phone, fax, email, web, SMS, business objects
- ACD
  - Multichannel queuing
  - Priority and skills-based routing
  - Email routing
- IP PBX/PBX
- Auto attendant
- Interaction tracking
- Real-time presence management
- Built-in multi-lingual support
- Remote and at-home agents
- CRM integrations
  - Screen pop
- Pure blended inbound/outbound campaign management
- IVR
  - Intelligent speech recognition
  - Self-service automation
- eServices management

### Quality monitoring

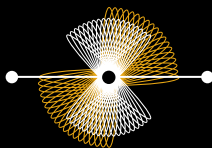
- Real-time continuous monitoring
- Multichannel recording
- End-to-end reporting
- Agent monitoring, mentoring, scoring
- User-definable alarms
- Alert monitor view
- Screen recording
- Automated post-call satisfaction surveys, feedback management
- Interaction tracking and analytics enterprise-wide

### Scalability

- Up to 5,000 ACD agents
- 100-15,000 business users
- Support growth by adding servers
- Start small, grow larger, license only what you need

### Advanced functionality

- Communications-based process automation
- Knowledge management and auto response
- Workforce management
- Intelligent multi-site interaction routing
- Third-party integration tools
- Graphical application generator



**INTERACTIVE INTELLIGENCE**  
Deliberately Innovative

Interactive Intelligence offers unified business communications solutions for contact center automation, enterprise IP telephony, and business process automation. More than 3,000 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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