

Customer Interaction Center[®] for the Contact Center

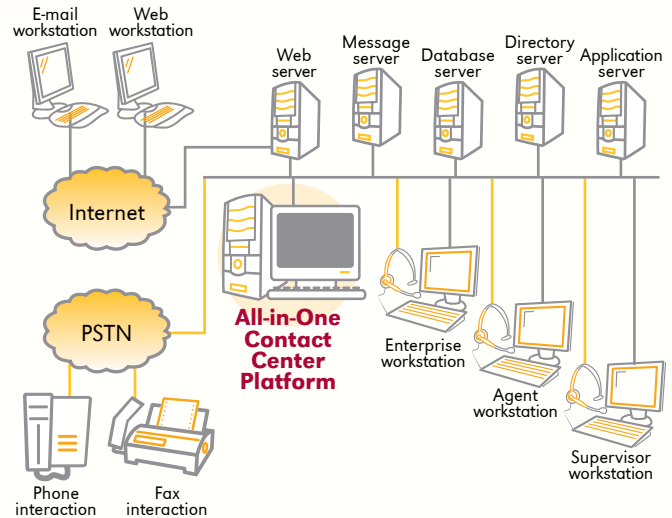
Inbound or outbound. Small or large. Single or multimedia.
One fully-integrated software solution

Customer Interaction Center (CIC) is an IP communications platform and pre-integrated application suite developed specifically for the demands of today's multi-channel contact center.

More importantly, CIC is an all-in-one solution that unifies communications, information and business processes throughout your organization – allowing agents to respond to customers more dynamically, IT staff to eliminate multi-point legacy system headaches, and the customer experience to be a consistent and satisfactory one for every customer you serve.

Unlike any other contact center solution

Improve customer service	Multi-channel contact options, multimedia routing, auto attendant, self-service automation and advanced real-time quality monitoring tools work in unison to ensure a positive customer experience.
Reduce costs	Replace expensive legacy multi-point hardware systems with the CIC suite for IP PBX, ACD, IVR, conferencing, e-mail routing, recording, reporting and more.
Easily move to VoIP	Pave a straightforward, standards-based path to VoIP with CIC's single SIP-architected platform, gateways, and media server packaged with a SIP proxy.
Increase security	Support the Secure Real-time Transport Protocol (SRTP) and Transport Layer Security (TLS) to encrypt audio and call control information.
Enjoy broader integration	Integrate to a wider choice of third-party networking equipment, applications and back-end systems. Pre-integrated Microsoft plug-ins also embed CIC call controls into Microsoft® Outlook® and Dynamics™ GP and CRM, with remote call control integration available for Office Communications Server 2007.
Simplify deployment	Leverage CIC's auto-provisioning capability for Polycom® phones, get advanced automated options for e-mail routing, and use the CIC system's Report Assistant to simplify custom reporting.



All-in-one platform architecture

Customer Interaction Center is built from the ground up on the Interaction Center Platform® multi-channel event-processing architecture from Interactive Intelligence.

For contact centers, that means one platform from one vendor – and no more integration complexities from multi-point hardware systems and various legacy vendors.

Open standards approach

CIC is architected on the SIP standard throughout for IP communications, yet offers open flexibility for TDM, IP or hybrid TDM/IP switching. Third-party PBX integration is also available.

Seamless operation with your IT infrastructure

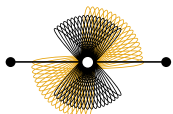
Integrate CIC with existing-mail solutions, Web servers, databases, directories and host systems, no expensive CTI middleware or integration services required.

Central configuration/administration

Configure local users and remote users, lines, stations, IP networks, SIP device and digital phone connections, business applications and security access in a single interface. CIC's inherent auto attendant also lets you structure menus, prompts and IVR behavior in one place.

Multi-site configuration support

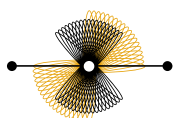
Support multi-location configurations using CIC's VoIP options and network interfaces for EuroISDN and E1.



Performance across your contact center

Since 1994 the all-in-one *Customer Interaction Center* platform has allowed contact centers worldwide to provide a better service experience for their customers. The secret? CIC's well-rounded feature set, which gives your contact center everything it needs to enhance interaction management and put every customer front and center.

<p>Scalability</p> <ul style="list-style-type: none"> • 50-5,000 ACD agents • 1,500-15,000 business users • Support growth by adding servers • Start small, grow larger, license only what you need... <p>Total contact management</p> <p>IP PBX • PBX TDM, IP or hybrid; tie in to existing PBX to maximize investment protection</p> <p>ACD • multimedia queuing • priority and skills-based routing • e-mail routing Queue and route inbound calls, faxes, e-mails, Web chats, Web callbacks, trouble tickets, and tasks to agents and workgroups</p> <p>Auto attendant Structure voice menus, prompts for callers' account numbers, etc.</p> <p>Interaction tracking Track all media types by contact, company, location and other parameters</p> <p>Real-time presence management Ensure agent availability at all times</p> <p>Built-in multi-lingual support Support options for English, Spanish, French, German, Japanese and other languages</p> <p>Remote and at-home agents Support agents from anywhere via remote system access; mobile workers can also leverage Citrix</p> <p>CRM integrations • screen pop Integrate to the most popular CRM packages and support screen pops, database lookups and embedded call controls</p> <p>Outbound dialing Create and manage preview, power, predictive, precise, multi-modal "agentless" campaigns using <i>Interaction Dialer</i>[®]</p> <p>Pure blended inbound/outbound campaign management Optimize agent resources in a blended environment</p> <p>IVR • intelligent speech recognition Support industry-leading speech recognition engines plus DTMF-unified input tools and VoiceXML to automate self-service processes</p> <p>Graphical application generator Create and modify logic flows and rapidly deploy enhanced interaction processing applications using CIC's built-in <i>Interaction Designer</i>[®] tools</p>	<p>Quality monitoring</p> <p>Real-time continuous monitoring Oversee agents and workgroups, monitor queues and stations, listen to lines, record interactions, view queue summary statistics and more</p> <p>Multi-channel recording Digitally record calls as well as e-mails, faxes, Web chats and screens</p> <p>End-to-end reporting Track performance with nearly 100 standard reports, including a Report Assistant to simplify ad-hoc custom reporting</p> <p>Agent monitoring/ mentoring/ scoring Full quality assurance with search/review and agent questionnaires</p> <p>User-definable alarms Automatically receive alerts whenever important conditions occur</p> <p>Alert monitor view View and manage real-time exceptions across operations</p> <p>Real-time system/ agent/ workgroup monitoring and alerts Equip supervisors to make faster, more informed decisions</p> <p>Screen recording Ensure that agents are performing as required</p> <p>Post-call satisfaction surveys Support agent training and improve Key Performance Indicators (KPIs)</p> <p>Advanced functionality</p> <p>Knowledge management and auto response Leverage the <i>e-FAQ</i>[®] knowledge management module to manage knowledge bases and automate e-mail and Web auto responses</p> <p>Workforce management Utilize the <i>Interaction Optimizer</i>[™] module to develop forecasts and schedules based on CIC's historical ACD data, then monitor each agent's adherence to their schedule in real-time</p> <p>Intelligent multi-site interaction routing Balance interaction loads, present a consistent external face, optimize resources and exceed service levels with <i>Interaction Director</i>[®]</p> <p>Third-party integration tools LDAP, SOAP, XML, TCP/IP Sockets</p> <p>Complete customization Built-in <i>Interaction Designer</i> graphical application generator tools to create and deploy enhanced interaction applications</p>
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INTERACTIVE INTELLIGENCE | Deliberately Innovative

Interactive Intelligence[®] provides the most innovative products and services available today for the contact center, enterprise IP telephony, and enterprise messaging.

Solutions that are modular in nature, built with proven, award-winning products that push the edge of technology to deliver a truly best-of-class offering.

At Interactive Intelligence, it's what we do.

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