

Interactive Intelligence

# Customer Interaction Center<sup>®</sup>



## Application-rich IP PBX Communications

A powerful all-in-one platform

**Solutions for  
Enterprise IP Telephony**



INTERACTIVE INTELLIGENCE | Deliberately Innovative

## More powerful enterprise communications

How a communications solution is built on the back-end tells a lot about how it will perform on the front-end. Pieced-together unified communications systems can rob your enterprise of energy. A single all-in-one platform creates more power.

The features in a unified communications solution might link media channels and users more tightly, but most UC frameworks aren't unified at all. They're mostly stitched-together products from different vendors with a UC banner wrapped around them.

Interactive Intelligence created its IP telephony software on a single integrated platform — all-in-one for communications and business functions of all kinds, powerful enough to unify your entire enterprise, and scalable in ways that pieced-together UC systems aren't.

With one platform, enterprises connect departments, workgroups, contact centers, branch offices and remote and mobile workers. They extend call control and messaging to the desktops of 100 users or 15,000, ACD capabilities from a few contact center agents up to 5,000, and scale up or down as needed. Enterprises even add advanced capabilities such as outbound predictive dialing and business process automation with applications and licensing, all without tacking on more systems.

Our platform unifies communications inherently — and always has.

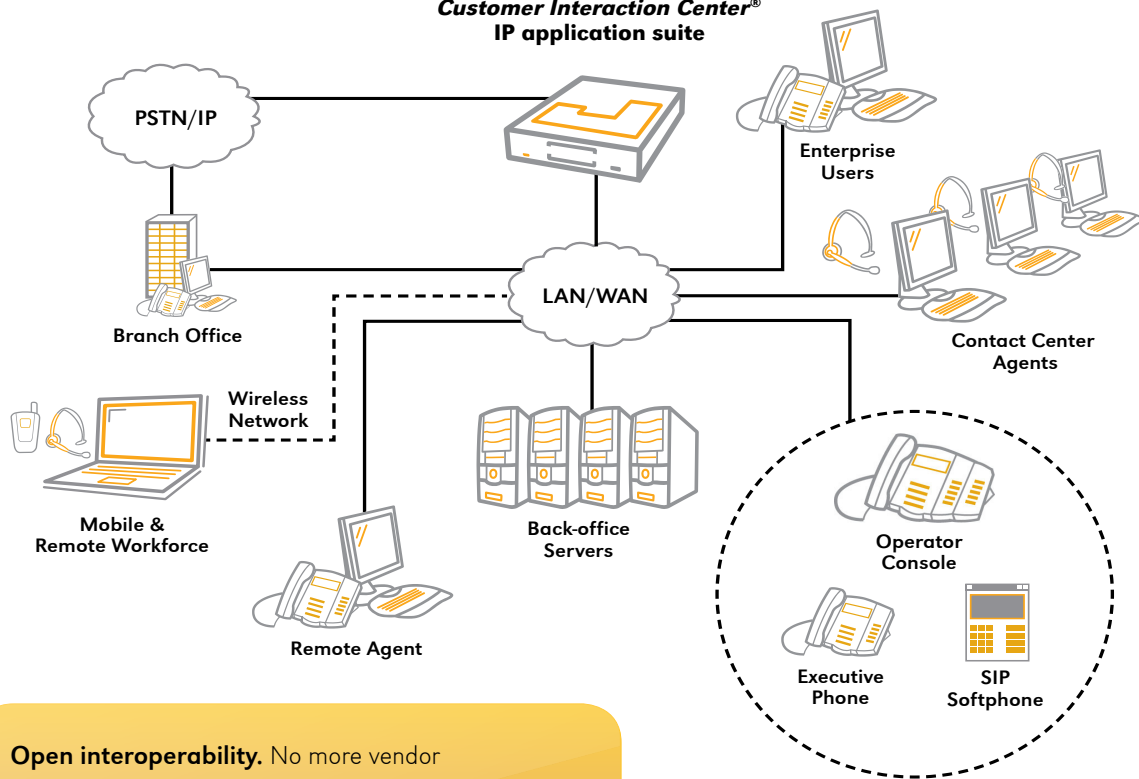
### One platform to grow your business

**Single all-in-one platform approach.** Improve communications control and reduce costs at the same time. CIC centralizes multichannel processing along with system configuration, administration and reporting. And with no multi-vendor sourcing, fewer servers, a smaller datacenter footprint and less energy consumption, you reduce equipment and operations costs dramatically.

**Easy deployment and administration.** Auto-configure CIC's gateways for IP networks and VoIP, then auto-provision and manage cost-saving IP phones — or even more cost-saving Interaction SIP Station™ call control devices — throughout your enterprise. CIC's Interactive Update™ application even handles service updates automatically.

**Scalable all-software architecture.** CIC's incremental application licensing makes scalability straightforward and cost-effective, as does its multi-site location independence and disaster recovery. That is, you deploy and manage applications as needed, when needed, including to multiple sites and users wherever they're located. The integrated CIC application suite is also far more reliable, since it eliminates unstable voice processing cards along with the many points of potential failure that come with multi-system configurations.

**Interactive Intelligence  
Customer Interaction Center®  
IP application suite**



**Open interoperability.** No more vendor lock-ins to proprietary hardware. Leverage CIC's standards-based platform to openly integrate with third-party PBXs/IP PBXs, IVR systems and call recorders – or simply use CIC's built-in features for those functions. Integrate just as easily to databases, web services, messaging platforms, back-office systems, business apps, CRM and ERP packages, and even SIP devices including gateways, telephones and headsets.

**Complete voice and interaction functionality.** Get dial tone plus multichannel queuing and routing, interactive voice response (IVR), speech-enabled auto-attendant, unified messaging, conferencing, presence management and more. At the desktop, CIC's straightforward and intuitive client application makes users and interaction processes much more efficient, instinctively.

**Cost-effective multichannel customer service.** Calls, faxes, e-mail, web chat, SMS and online forms, CIC handles all types of communications the same way for service that's both consistent and responsive. Streamlined real-time monitoring and end-to-end reporting in CIC make it easy to ensure service quality across channels, while advanced applications for multichannel recording/scoring and automated post-call satisfaction surveys help improve service performance on a continuous basis.

**Mobile support for location-independent use.** Put CIC's mobility-based applications in the hands of your sales force and field technicians for the same functionality as their in-office counterparts: company-wide presence, one number Find-me/Follow-me, conferencing, ad-hoc call recording, unified messaging, and speech-enabled access to e-mail, calendars and contacts. Mobile users can use softphones, smart phones, e-mail clients and web browsers to access the CIC system from anywhere.

