

**SOURCE:** TMCnet.com (Norwalk, CT)

**AUDIENCE:** 210,111 [provided by Nielsen//NetRatings]

**DATE:** 05-13-2008

**HEADLINE:** May 13, 2008 Interactive Intelligence Debuts Customer Feedback Management Products

Source Website

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Unified IP business communications solutions provider, **Interactive Intelligence** (News – Alert), is introducing new customer feedback management products designed to help organizations to better measure and improve customer service.

Interaction Feedback is the first such product and is an automated customer satisfaction survey module that is designed to enable organizations to accurately measure customer service levels in a timely and cost-effective way.

In an effort to extend its customer feedback management portfolio, the company is also actively developing a speech analytics/emotion detection product. This product provides real-time alerts to contact center supervisors when heightened emotion is detected on a call.

As customer feedback management products, they are both designed as add-on modules to the company's Interaction Center Platform. This standards-based, all-in-one platform is designed to reduce the cost and complexity introduced by multi-point products.

"During these challenging economic times the need for communications technologies that help organizations improve service levels and retain customers becomes more critical than ever," said Yankee Group (News – Alert) program manager and senior analyst, Ken Landoline, in a Tuesday statement.

"We consistently find there is a major discrepancy between company perceptions of customer satisfaction and reality. The new customer feedback management products from **Interactive Intelligence** enable organizations to take a more real-time approach to identifying and resolving specific customer problems, while providing a cost-effective method for measuring and managing true customer satisfaction levels."

Interaction Feedback offers a wizard interface that eliminates the need for programming expertise, while also offering organizations real-time supervisory alerts, integration with call recording and scoring features.

The solution also removes agent bias in the survey process and a built-in third-party question library from CFI Group, which holds a patented methodology for tying customer satisfaction to financial results.

The **Interactive Intelligence** real-time speech analytics software module is designed to enable organizations to monitor calls in real-time to effectively detect heightened states of emotion. The module will include supervisory monitoring and alerts, as well as the ability to distinguish between customer and agent emotion.

"Real-time feedback and simplicity are the two main things missing from today's customer feedback methods," said **Interactive Intelligence** founder and CEO, Dr. Donald Brown (News – Alert). "By offering our Interaction Feedback and real-time speech analytics products as part of our all-in-one communications software suite, we give organizations the most cost-effective and simple way to proactively address customer issues before they escalate."

"With discussions of improving the customer experience now taking place at the board level, our alternative to costly and complex standalone feedback management products has major significance that extends beyond the

contact center into the entire enterprise," Brown continued.

Good customer service starts with the contact center agent and not all are adequately equipped to handle a frustrated customer. It is up to contact center management to ensure that the agent has the tools that he or she needs to maximize the service potential of the call.

Companies such as *Interactive Intelligence* offer solutions that enable the contact center management and agents to have the tools necessary to facilitate efficient calls that cater to specific customer service standards. With these tools in place, the center will be much better equipped to drive optimal performance and success.

The *Interactive Intelligence* Interaction Feedback and real-time speech analytics products are targeted at mid-size to large contact centers and enterprises and will be sold through the company's channel of more than 300 resellers worldwide.

Susan J. Campbell is a contributing editor for TMC (News – Alert) and has also written for Market Drive News. To see more of her articles, please visit Susan J. Campbell's columnist page.

*Highlights: interactive-intelligence, Interactive Intelligence, InteractiveIntelligence*