



INTERACTIVE INTELLIGENCE®  
Deliberately Innovative



# Utility Company Upgrades Interaction Management Platform to Accommodate Growth

Case Study

## Contact Center Automation

- Multimedia Recording & Quality Monitoring
- Customer Feedback Management
- Outbound/Blended Dialing & Campaign Management
- Network-based Pre/Post-Call Routing
- Web Self-Service & Knowledge Management
- Workforce Management

## Enterprise IP Telephony

## Enterprise Messaging

## Summary

**Customer:** Citizens Gas & Coke Utility



**Headquarters:** Indianapolis, IN

**Industry:** Utility

**Challenge:** Replace existing Lucent PBX with an all-in-one solution that would optimize performance and increase stability, while eliminating the need for multiple servers.

**Solution:** *Customer Interaction Center*® (CIC) is an all-in-one communications software suite that provides multi-channel contact center automation and enterprise IP telephony functionality for mid-size to large customer-focused and interaction-intensive organizations.

### Benefits:

- Increased scalability from 60 agents to more than 300 agents and business users
- Improved performance through migration to Aculab voice boards
- Reduced costs associated with hardware upgrade as well as a result of CIC's "platform-independent" architecture
- Reduced cost and complexity due to single-vendor sourcing for both business users and contact center

## About Citizens Gas & Coke Utility

Citizens Gas & Coke Utility is both a local distribution company supplying natural gas to more than 262,000 customers in Marion County, Indiana and a producer of manufactured gas, coke, coke by-products and oil. Citizens Gas operates as the only Public Charitable Trust in the country. The company was founded in 1886 and is headquartered in Indianapolis, Indiana.

[www.citizensgas.com](http://www.citizensgas.com)

## The Challenge

By mid-1998, Citizens Gas had begun the process of reviewing its phone system to ensure Y2K compliance. As part of this process, the company revealed a number of issues that prompted it to look for a new communications solution. Citizens Gas decided to replace its existing Lucent PBX with an all-in-one interaction management product from Interactive Intelligence.

"As we examined upgrades and alternatives to our PBX it was apparent that the products in the marketplace had evolved significantly," said Citizens Gas Vice President of Information Services, Andrew Proctor. "We selected software from Interactive Intelligence because it offered us a unified platform that took advantage of new dial-tone capabilities (PRI) to our call center, and offered flexible application development options for our entire organization."

In June of 1999 Citizens Gas installed Interactive Intelligence's interaction management software for contact centers, called *Customer Interaction Center*® (CIC), to support its 60 call center agents taking inbound calls from residential and commercial customers. By the end of 2000, the company was using CIC's automatic call distribution, interactive voice response, unified messaging, supervisory monitoring, recording and reporting features to support a total of more than 300 agents and business users.

In order to accommodate its growing number of users and an increasing volume of interactions, Citizens Gas also added a second Alliance server with 31 Dialogic cards connected via a wide area network to two of the company's branch offices.

"Although the second server helped us to support more users, by the end of 2001 we found that we were already close to outgrowing the system and we did not want to add yet another server," Proctor said. "We needed to find a way to optimize performance and increase stability, while eliminating the need for multiple servers."

## The Solution

Based on advice from Interactive Intelligence's client services team and Indianapolis-based technology integrator, Communications Products, Inc. ([www.commprod.com](http://www.commprod.com)), Citizens Gas decided to swap out its existing servers for a single Compaq Proliant server using H.100 voice processing boards from Aculab. The Aculab boards offered Citizens Gas approximately four times the bandwidth compared to the Dialogic boards.

The single Compaq server using eight Aculab voice boards with channel banks for station support replaced two of the company's existing servers in June 2002. Today, CIC supports a total of 350 users at Citizens Gas corporate headquarters.

"We selected software from Interactive Intelligence because it offered us a unified platform that took advantage of new dial-tone capabilities (PRI) to our call center, and offered flexible application development options for our entire organization."

## The Benefits

"Other than increasing scalability and improving performance, I think the biggest advantage of our new system is that we didn't have to modify our existing CIC applications in order to migrate to the new platform," Proctor said. "I'm not sure companies realize that most communications vendors require significant upgrades to their applications should a customer want to change switching platforms. This costs a lot of money and often means a loss of functionality in the process. Since CIC was designed as a separate applications layer, however, we didn't have to go through this. Plus we have the advantage of migrating to an IP platform in the future if we want to without sacrificing our investment in application development."

Lastly, Proctor stated that CIC's combined contact center and enterprise features have positioned the company to take advantage of a complete range of applications tailored to specific user needs without purchasing multiple products from multiple vendors. "CIC gave our business users and our contact center agents all the applications they needed, without the expense and complexity of middleware and additional hardware devices to support redundant functions across systems. That's been a big benefit to us—and one that we've been able to pass on to our customers through better service."

"By upgrading our CIC system to the new Aculab platform we've been able to dramatically increase our scalability while optimizing performance. As the only Trust-directed utility in the country, our mission is to operate solely for the benefit of our customers. CIC has played a role in that mission by providing customers with multiple modes of access to information and employees."



Interactive Intelligence Inc. (Nasdaq: ININ) is a global provider of unified business communications solutions for contact center automation, enterprise IP telephony, and enterprise messaging. The company's innovative standards-based, all-in-one communications software suite was designed to eliminate the cost and complexity introduced by multi-point vendors. Founded in 1994 and backed by more than 3,000 customers worldwide, Interactive Intelligence is an experienced leader delivering maximum customer value through its comprehensive solution-set comprised of premise-based and hosted offerings, including software, hardware, consulting, support, education and implementation.

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