



INTERACTIVE INTELLIGENCE®

Deliberately Innovative

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: Credit Union of America



Headquarters: Wichita, KS

Industry: Banking & Finance

Challenge: Replace existing Comdial and NEC PBXs with an all-software option that would support SIP, offer a wide-range of pre-integrated applications, and contact center automation for maintaining and improving service levels.

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:

- Approximately \$30,000 saved due to increased WAN bandwidth
- Increased productivity due to call control buttons and presence management integrated into a single interface

Credit Union Reduces Costs By Integrating Branch Offices Using All-in-one IP Communications Software Suite

About Credit Union of America

Since its charter in 1935, Credit Union of America (CUA) has grown to more than 27,000 members served through six offices in Wichita, Kansas and surrounding areas. CUA membership includes Wichita teachers, educators across the state of Kansas, and individuals that live or work in the following eight Kansas counties: Sedgwick, Butler, Harvey, Kingman, Sumner, Harper, Barton, and Pawnee. In addition to branch banking, CUA also offers Internet home banking, electronic bill payment, ATM's, and a full line of electronic card products. CUA is headquartered in Wichita and employs approximately 100 people.

www.cuofamerica.com

The Challenge

With several Comdial and NEC PBXs supporting its six branch offices, and no integration between sites, Credit Union of America (CUA) found it increasingly difficult to maintain adequate service levels for its growing membership base. Simple call transfers between branches were impossible, and dropped calls and lost voice mails were a growing problem.

CUA's existing PBXs also didn't provide the type of functionality it required in order to maximize employee productivity. In addition, the systems' disparate, proprietary architecture made administration challenging and caused stability problems when integrating to third-party applications, such as CUA's automated telephone account access system, Call-24.

"In order to improve customer service and maximize both employee productivity and operational efficiencies, we needed to standardize on a single communications system," said CUA's IT manager, Richard Logan. "To simplify moves, adds and changes, and take advantage of toll-bypass across our branch offices, we also wanted a system that supported voice over IP (VoIP). Equally important, we required a full range of features to meet the needs of our member service reps and tellers alike."

The Solution

After reviewing systems from Cisco and 3Com, CUA chose an all-in-one IP communications software suite that provided contact center automation called *Customer Interaction Center*® (CIC) from Interactive Intelligence. The credit union selected CIC over the competition because of its streamlined architecture that offered a wide range of pre-integrated applications all running on a single platform. It also liked CIC's support of the open session initiation protocol (SIP) standard for VoIP, and the product's all-software option, which used Intel's host media processing software (HMP) to eliminate the need for voice boards.

"The other systems we reviewed were either hardware-centric, or just didn't have the kind of rich functionality we required," Logan said. "CIC, however, was a true standards-based software product, which gave us maximum flexibility and a lower total cost of ownership, plus it came with a full range of applications that could be customized in-

"We estimate savings of about \$30,000 resulting from increased WAN bandwidth efficiencies, which are directly attributable to CIC's unique audio processing feature."

house. In addition, unlike many of its competitors, CIC didn't require separate servers for functionality such as unified messaging and call recording."

CUA successfully went live with CIC Feb. 1, 2005. By the end of February, CIC had replaced the existing Comdial and NEC PBXs at CUA's corporate and branch offices, and was supporting a total of about 110 employees. CIC added functionality such as desktop softphone with full call control and presence management, unified messaging, auto-attendant, call routing, call recording, and reporting. CIC was also integrated to CUA's Call-24 system, which provided members with 24x7 banking.

CUA also installed routers that connected CIC to branch offices via T1 and POTS lines. The CIC server was configured to automatically "register" phones across branch offices, and the software's built-in SIP-based dynamic audio processor was used to re-direct audio streams for better bandwidth utilization.

The Benefits

Since installing CIC, CUA has reported significant enhancements to customer service by giving members the ability to contact staff using direct extensions

available through a touchtone directory. In addition, CIC's auto-attendant was configured so members could more easily contact a branch by simply pressing "4," and calls can now be transferred between branches. In addition, CIC's call routing was set up to accommodate both member service and teller workgroups for faster call connection.

"CIC's intuitive graphical application generator has enabled us to easily create and modify things like call flows, which means we can more rapidly respond to member needs," said Logan. "Its desktop softphone, with all the call control buttons and presence management features integrated into a single interface, has also helped our member service representatives to be more productive."

According to CUA, CIC's on-demand recording has also improved quality assurance, as has its reporting feature that enable supervisors to monitor member service representative and call statistics in real-time.

Another improvement has been increased reliability. "Because of CIC's single-platform architecture, all functions are automatically redundant so we only need one backup system and integration with third-party applications is dramatically simplified," explained Logan. "With competitive products, we would've had to back up each server, which would've resulted in far more complexity, not to mention a dramatic increase in cost."

Logan added that CIC's SIP component with dynamic audio processing has also been of significant benefit. "The dynamic audio processing feature has minimized 'hairpinning' by its ability to pull CIC out of the phone call once setup has occurred between two local callers," he said. "We estimate savings of about \$30,000 resulting from increased WAN bandwidth efficiencies, which are directly attributable to CIC's unique audio processing feature."

All in all, Logan believes that the credit union accomplished its mission of cost-effectively unifying its branch offices. "Our members now experience a unified front when contacting CUA, and employees can now interact with the click of a mouse, regardless of their location," he said. "In the credit union business, where customer service is king, these types of improvements mean everything."

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INTERACTIVE INTELLIGENCE™

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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