



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:** Campus USA



**Headquarters:** City, ST

**Industry:** Industry

**Challenge:** Replace existing Avaya Definity G3 system with one that offered multi-channel interaction management, including email response management, along with recording, reporting, and centralized administration and customization, all from a vendor that would be accessible and responsive to a smaller company's needs.

**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.

*Interaction Recorder®* is a call and Web/screen recording and scoring add-on application to *CIC* and *EIC*.

**Benefits:**

- Speed-to-answer rates less than 25 seconds per call
- 2.1% abandon rate
- Email response time under 5 minutes

# Credit Union Deploys All-In-One IP Communications Software Suite



## About Campus USA

Campus USA Credit Union was chartered in 1935 to serve employees of the University of Florida and Shands Teaching Hospital. Since its original charter, the credit union has expanded its member base to serve individuals from Alachua County, Florida and surrounding counties, with global reach resulting from members who maintain their relationship with Campus USA Credit Union after they move from the area. The credit union has more than 70,000 members worldwide and holds assets of approximately \$650,000,000. Campus USA Credit Union's staff of nearly 200 strive to offer the best services and rates for all types of loans, savings and CDs. The credit union's corporate headquarters are located in Gainesville, Florida, with nine retail locations throughout north central Florida.

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

## The Challenge

Campus USA Credit Union had been using an Avaya Definity G3 for TDM-based switching at its inbound/outbound contact center in Florida, but nearing the end of its contract, the credit union decided to explore new communications systems that would enable it to roll out branch offices more quickly, and give it the flexibility to bring maintenance and customization functions in-house.

"The contract on our Definity G3 was about to expire, so we thought it was a good time to look at other products based on open, software architecture that would enable us to adapt more quickly and cost-effectively to both internal growth and end-user requirements," said senior network administrator for the credit union, Mitch Wright. "The emerging communications technology at the time was voice over IP, and we believed a VoIP-based system would best meet our requirements by eliminating the need to install things like voice cards and wiring, thus allowing us to get new users up and running instantly."

## The Solution

Campus USA Credit Union reviewed VoIP systems from traditional telecom vendors, but ultimately chose *Customer Interaction Center® (CIC)* – a standards-based IP communications software suite from Interactive Intelligence.

"We selected CIC because it was the most mature product on the market at that time, offering very feature-rich applications such as multimedia queuing," Wright said. "In addition, we believed CIC's open architecture would enable us to adapt to changing technologies and best position us for future growth."

The deployment included an extensive audit to ensure the credit union's data network could handle the additional voice traffic. In addition to deploying the CIC server, the credit union deployed a back-up CIC switch for failover. To better handle outages caused by the area's frequent hurricanes and other natural disasters, Campus USA Credit Union engaged Interactive Intelligence for hosted disaster recovery services.

Today, the credit union uses CIC to support approximately 100 branch office member service representatives and 20 contact center agents processing, on average, more than 165,000 interactions annually. Applications in use include CIC's multimedia queuing for call and email distribution, unified messaging, and screen-pop, which enables members to input their social security or account number so agents receive

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member history and transaction information simultaneous with a call. The credit union has also customized an application that gives employees a pre-recorded message line to access during times of potential disasters.

Campus USA Credit Union has purchased an add-on product to CIC, called *Interaction Recorder*<sup>®</sup>, which will enable the credit union to score, archive and report on call recordings. Also planned for deployment is an email response management and web self-service product from Interactive Intelligence, called *e-FAQ*<sup>®</sup>.

"One of the great things about CIC is that it can grow with us incrementally – no major forklift upgrades or complex integration," Wright said. "In addition to the add-on products, for instance, we also plan to add web chat, which amounts to a license purchase to simply 'turn it on.' Similarly, CIC's built-in customization tool enables us to add unique applications, such as a post-call member survey we're developing to help enhance customer service."

## The Benefits

Since deploying CIC, Campus USA Credit Union has reported numerous benefits, including benefits related to VoIP.

"I think one of the primary benefits we've realized is cost-savings related to day-to-day 'moves, adds, and changes,'" said Wright. "These are much easier to accomplish due to the IP nature of our CIC implementation. For instance, it now takes us half the time to move a workstation than before – no cross-connect or wiring issues. As a result, we've been able to add 50 to 100 users since deploying CIC without adding IT staff."

Wright also said that the credit union can now more quickly adapt the system to its needs and to changes in technology. "An example of this will be realized as we convert to the session initiation protocol (SIP) for VoIP," he said.

Other benefits relate to service levels in the contact center, according to Jennifer Willis, Campus USA Credit Union's contact center branch manager.

"We largely credit CIC's powerful routing functionality for maintaining average speed-to-answer rates of less than 25 seconds per call, and average abandon rates of 2.1%," said Willis. "And these benefits extend beyond calls to email with CIC's multimedia queuing ability. Email used to come to a single general in-box, which made it challenging to quickly respond to and track email interactions. CIC now routes emails to queues that are staffed by a couple of select agents each day. As a result, our average email response time is now under 5 minutes."

Willis adds that CIC's Client interface, which gives agents – including remote users - real-time access to the status of other agents, as well as access to queue statistics, enables them to better track their progress toward goals and service levels. She also reported that CIC's on-demand recording and easy access to built-in reports have helped to improve quality assurance.

"For users of CIC's unified messaging," Willis said, "the system has increased productivity by giving them instant access to phone messages within Microsoft Outlook, and from the ability to send and receive faxes directly from their computers. As a result, users have taken much more ownership of interactions – and they love the convenience factor!"

A final benefit, cited Wright, is Interactive Intelligence's responsive to the credit union's needs. "One advantage of using a relatively small vendor is accessibility," Wright said. "Interactive Intelligence has proven that it's receptive to our needs by creating things like a Credit Union User Group to better understand the requirements and priorities of our industry. Working hand-in-hand like that makes an already great offering unbeatable."



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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