



INTERACTIVE INTELLIGENCE
Deliberately Innovative



All-in-one IP Communications Software Suite Meets Diverse Needs of Large, Distributed Business Services Company

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: Ceridian



Headquarters: Minneapolis, MN

Industry: Information services

Challenge: Replace multi-vendor (Avaya, Nortel, Mitel) solutions with a single-vendor system that would better support its company growth and customer demand while offering a streamlined, cost-effective, and simpler method for system management.

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:

- Simplified installation, maintenance, and administration
- Reduced call times by 40 seconds per call
- Improved quality assurance
- Increased employee retention
- 24x7 customer service now offered

About Ceridian

Ceridian Corp. (NYSE: CEN) is one of the nation's largest information services companies serving the human resource and transportation markets. The company provides a single source for all employer and employee needs through its product suite of innovative payroll services, HR management, workplace effectiveness services, benefits administration, retirement services, time and labor management, tax filing and compliance services. Ceridian employs approximately 9,500 people worldwide. The company emerged in 1992 as an information services company from the restructuring of its predecessor company, Control Data Corp., which was founded in 1957. Ceridian is headquartered in Minneapolis, Minnesota.

www.ceridian.com

The Challenge

Ceridian started looking for a new communications system in 1997 after it had acquired several new companies. These acquisitions enabled Ceridian to offer new products to its customers, but it also added volume and complexity to its main contact center offices located in St. Louis and Atlanta. Ceridian's first-level support office in St. Louis was using an Avaya Definity G3 system, with additional offices supported by various other products, including those by Mitel and Nortel.

"With the addition of new users and new locations, our Avaya system proved increasingly difficult to administer and maintain," said Ceridian's manager of voice communications services, Jim Mitchell. "We clearly needed a new solution that would be much simpler to manage, and one that would provide us with the flexibility we required in order to efficiently support our rapidly growing customer base."

The Solution

Ceridian reviewed nearly half a dozen communications products, all of which required extensive integration. During its search, the company heard of an open, software-based solution from Interactive Intelligence. Ceridian liked that Interactive Intelligence offered single-vendor/multi-application software that included an extensive feature-set without the complexity of computer telephony integration (CTI) solutions.

"We selected Interactive Intelligence's *Customer Interaction Center*[®] (CIC) software because it offered us both productivity-enhancing business user applications, as well as advanced contact center features, all running on a single communications platform," Mitchell said. "It also came with an easy-to-use graphical application generator tool that we could use to perform virtually all customizations in-house."

Today, Ceridian uses CIC to support approximately 4,185 business users and 1,251 contact center users across 40 sites nationwide. CIC has displaced systems from Avaya, Mitel and Nortel.

Ceridian uses CIC for switching interactive voice response (IVR), screen-pop, automatic call distribution (ACD), unified messaging and call recording. Ceridian has also deployed Interactive Intelligence's scoring product, *Interaction Recorder*[®]; its supervisory monitoring application, *Interaction Supervisor*[™]; and *Interaction Marquee*[™], a statistics engine used to display information from CIC. Integrations to CIC include Siebel's

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customer relationship management (CRM) package; IBM Tivoli's problem management application; and workforce optimization software from Blue Pumpkin.

The Benefits

One of the primary benefits of CIC has been its ability to scale to meet the needs of Ceridian's diverse user base. "Unlike proprietary, hardware-centric solutions, CIC's unique architecture has enabled us to grow by simply purchasing new software licenses – no forklift upgrades, or multiple boxes requiring extensive integration to meet the needs of both our contact center and business users," said Mitchell.

Mitchell also reports simplified installation, maintenance, and administration as a result of CIC's tight integration to Ceridian's Microsoft infrastructure, which includes Microsoft Exchange, Windows 2000, and Microsoft SQL Server.

Additional benefits have been realized as a result of integrating CIC to the company's intelligent management and workforce optimization applications. "Our St. Louis office has reported reduction in call-times of approximately 40 seconds per call as a result of CIC's integration with our IBM Tivoli problem management application for screen-pop," said Mitchell. "In addition, following CIC's integration to our workforce optimization application from Blue Pumpkin, we've seen benefits ranging from increased customer loyalty and improved employee satisfaction, to reduced operating costs."

CIC's customizable IVR has also contributed to increased customer loyalty, according to Mitchell. "CIC has helped us improve service through its ability to generate dynamic menus for customers," he said. "Customers simply enter a PIN number, which triggers a CIC database look-up. The look-up then pops a customized menu for customers. There's no way we would've been able to so quickly and cost-effectively create this type of tailored application using a traditional communications solution."

In support of its customer service efforts, Ceridian also installed Interaction Recorder, which Mitchell said has led to significant improvements in quality assurance. "Prior to our use of Interaction Recorder, we had difficulty organizing call recordings for coaching purposes," he explained. "Using Interaction Recorder, however, we can now easily monitor and locate calls based on time of day, agent, workgroup, customer, and a variety of other criteria, which has dramatically improved our quality assurance and mentoring programs."

Another benefit to customers that has also led to increased productivity is Ceridian's use of CIC's fax services. "Prior to installing CIC, we had collected hundreds of frequently asked questions for internal use," Mitchell said. "Using CIC, we were able to import these FAQs into a database, which enabled customers to query a faxable document library while on-hold without losing their place in the queue. This library is accessible 24x7 via CIC's fax-on-demand feature. The added convenience of 24x7 service, combined with a significant offloading of our agents, has been another enormous benefit of CIC."

CIC has even helped Ceridian increase employee retention. "We deployed CIC's remote client to help keep valuable employees who, due to spouse relocation or other circumstances, would've been forced to quit," explained Mitchell. "Using CIC, remote agents can now log onto the system and take calls routed through any location. Remote agents can also use CIC when working from home. The routing process—which includes universal queuing—is invisible to the customer and agents have access to the same customer information as agents working on-site. Supervisors can even view remote agent activity in real-time. CIC's powerful remote agent support has helped us retain employees, while increasing our competitive advantage by being able to draw from a much broader labor pool."

Despite the benefits Ceridian has realized from CIC's many robust applications, Mitchell said that it's the software's unique ability to flexibly and cost-effectively scale that has most contributed to the company's bottom-line. "Given our large, distributed environment, it would've been extremely expensive and time-intensive to try and cobble together a traditional communications solution that would meet our diverse requirements," said Mitchell. "CIC's open, single-platform architecture, however, has enabled us to seamlessly support distributed users, while minimizing complexities associated with administration and management. All of this has enabled us to grow more rapidly without sacrificing operational efficiencies – and that has had a major impact on our bottom line."

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.

World Headquarters

7601 Interactive Way
Indianapolis, IN 46278 USA
+1 317 872 3000 voice and fax

EMEA

Thames Central, Hatfield Road
Slough, Berkshire, SL1 1QE
United Kingdom
+44 (0)1753 418800 voice and fax

Asia Pacific

Suite 24.5 Level 24 Menara IMC
8 Jalan Sultan Ismail
50250 Kuala Lumpur
Malaysia
+603 2776 3333 voice
+603 2776 3343 fax