



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:** Computershare



**Headquarters:** City, ST

**Industry:** Australia

**Challenge:** Convert proprietary, hardware-based multi-vendor communications systems across global sites to a single-vendor solution to provide simplified management, improved quality monitoring, and faster customer response time.

**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 multimedia recorder offering call, e-mail, fax and web/screen recording and scoring for organizations of all types and sizes.

#### Benefits:

- Reduced support staff and better use of IT resources
- Faster application development and roll-out for improved customer service
- More consistent quality monitoring and true “cradle-to-grave” reporting across sites
- Empowered business users with access to customizable, MS-based

# Global Financial Services Firm Enhances Operational Efficiencies and Customer Response Time Using Bundled Communications Application Suite

## About Computershare

Computershare (ASX:CPU) is a global leader in share registration/transfer agency, employee equity plans, proxy solicitation and other specialized financial and communication services. Many of the world's largest companies employ Computershare's innovative solutions to maximize the value of their relationships with investors, employees, customers and members. Computershare has approximately 10,000 employees across the world and serves 14,000 corporations, and 90 million shareholders and employee accounts in 21 countries across five continents. Computershare was founded in Australia in 1978 with office locations in the United Kingdom, Ireland, Channel Islands, Canada, South Africa, New Zealand, U.S., Germany, Hong Kong and Australia.

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

## The Challenge

Over the past several years, Computershare had expanded its business globally through successive acquisitions in North America and Europe. As a result of the acquisitions, however, Computershare operations in Australia, the U.K., Canada and the U.S., had amassed a multitude of disparate communications systems from a variety of vendors. These ranged from PBXs and voice mail systems, to call recorders and interactive voice response systems, each with its own administrative, customization, reporting, and user interfaces.

Complicating this environment further was the fact that the majority of these systems were hardware-centric and based on proprietary architectures.

“By 2000, we had inherited a host of multi-vendor systems—systems that, due to their architectures, were highly inflexible,” said Computershare’s Global InvestorPhone Manager, Greg Chrisp. “This made system management time-consuming, interoperability restrictive, and response to changing business requirements slow. We knew there had to be an alternative to teaching administrators to handle five different interfaces. We didn’t want to have to set up the same users multiple times across separate systems.”

Computershare considered upgrade paths offered by several of its existing vendors, and also reviewed products from new vendors, but continued to face the same problems that resulted from multiple interfaces and hardware-centric, proprietary architectures.

“Even with a single vendor, we kept running into solutions that were actually a loosely integrated set of products typically acquired through mergers,” Chrisp said. “So we still had to contend with multiple interfaces. Tracking interactions across these different systems for end-to-end reporting, and tracking interactions across sites for things like load balancing also proved difficult. In addition, their hardware-centric approach meant we would be locked into costly ‘specialty’ components.”

Computershare needed new technology to assimilate its communications systems quickly and effectively.

## The Solution

After a number of vendor searches and stringent evaluations, Computershare chose a business communications software system called Customer Interaction Center® (CIC).

Developed by Interactive Intelligence, CIC is built on a single, standards-based platform and offers a multitude of contact center agent and business user applications, but eliminates the need for multiple interfaces due to its “all-in-one” architecture.

“With CIC, we saw a flexible, cost-effective growth path by simply ‘plugging together’ modules for new applications—no forklift upgrades or costly integration projects,” Chrisp said. “And with software running on a standards-based platform we could treat voice just like data, such as CIC’s recording module that stores recordings as .WAV files on an off-the-shelf server instead of requiring dedicated, proprietary ‘boxes.’” Computershare also wanted to incorporate leading-edge technologies such as the session initiation protocol (SIP), and Interactive Intelligence shared that vision through an innovative, first-to-market approach, according to Chrisp.

Since most acquisitions were occurring in the U.S., Computershare decided to deploy CIC there first, along with an add-on product called Interaction Recorder® designed for multimedia recording, scoring and logging. The company then quickly deployed the system in Canada, the U.K., and Australia, mindful of any support issues that could arise from maintaining disparate systems during the roll-out process.

“Even before we deployed CIC we knew the scale of our problem and its ramifications worldwide, thus our intent was to standardize globally as quickly as possible,” Chrisp said.

Today, Computershare uses CIC to support a total of approximately 3,000 business users and contact center agents at offices located throughout Australia, Canada, the U.K. and U.S.

Computershare uses a combination of CIC’s traditional time division multiplex (TDM) and session initiation protocol (SIP) versions for switching. The company also installed Interaction Recorder to support many of its global sites.

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## The Benefits

Since installing CIC, Computershare has reported numerous benefits, including increased operational efficiencies and faster customer response time.

“Because of CIC’s single administrative interface, it requires significantly less manpower to support compared to other vendor systems,” said Computershare’s Voice Technology Manager for North America, Richard Fahey. “Another benefit of CIC is that we are able to use existing IT support teams instead of having a dedicated telephony team.”

Computershare also says that it’s able to react much faster to changing business requirements. “CIC’s built-in customization tool and consolidated architecture enable us to create business rules once, and apply them across multiple systems for much faster roll-out and greater consistency,” Fahey said. “In addition, we have more consistent, and truly accurate, ‘cradle-to-grave’ reporting because, unlike standalone products, CIC doesn’t require third-party systems to ‘marry’ up the data.”

Computershare’s business executives and mobile workforce have especially benefited from the system’s flexibility and ease-of-use. “Our high-end ‘power’ users love the fact that they can configure their own systems for functions like follow-me/find-me and ring tones,” Fahey added. “CIC’s tight integration with Microsoft applications has also made the learning curve for end-users much shorter, since the majority of them already know how to navigate through a Windows ‘point-and-click’ environment, versus memorizing complicated touchtone key pad sequences.”

Overall, Computershare reports a competitive edge due to CIC’s innovative design and comprehensive, “all-in-one” converged applications architecture.

Concludes Chrisp: “By offering prospects a complete, pre-integrated system to provide sophisticated digital recording, CTI, voice over IP (VoIP) and more, we’ve been able to differentiate our services and help even more customers address their problems with truly innovative solutions.”

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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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