

**Contact Center Automation**

- Multimedia Recording & Scoring
- Blended Dialing & Campaign Management
- Network-based Pre/Post-Call Routing

**IP Telephony****Unified Communications****Self-service Automation**

- IVR
- Web, KM, & ERMS

**Challenge**

Deploy an IP, computer-based phone system designed to field a large call volume and maximize customer touch-points across multiple channels, while maintaining personalized service by making the most of skilled, in-house sales and customer service staff.

**Solution**

**Customer Interaction Center® (CIC)** -- a standards-based, bundled communications application software suite offering multimedia contact center automation and enterprise IP telephony solutions for formal contact centers and teleservices firms, and customer-focused, interaction-intensive enterprises of all types and sizes.

**Benefits**

- Ability to use a single communications system enterprise-wide for greater ROI
- Multi-site capabilities have resulted in increased productivity and enhanced customer service
- Customizable workgroup routing has improved responsiveness to changing business requirements

"We chose the Interactive Intelligence software based on its open architecture for maximum customization and seamless interoperability... Plus, unlike hardware-centric products, its software-based, modular design enabled us to grow incrementally as business demanded"

## E-Distribution Firm Deploys IP Telephony Solution to Cut Costs and Improve Service for the Specialty Chemical Market

*ChemPoint.com shows industry how to manage large call volumes, while maintaining personalized service using SIP-based contact center automation system*

**About Chempoint.com**

ChemPoint.com provides personalized e-distribution services to the fine and specialty chemical market. ChemPoint.com services are designed to make the specialty chemical sourcing experience faster, easier, and less costly. Its core business is managing and maximizing relationships with both customers and suppliers. Parent company, Univar N.V. ([www.univarcorp.com](http://www.univarcorp.com)) is based in Rotterdam, The Netherlands, and is the largest independent chemical distributor in the world. ChemPoint.com was founded in 1999 and is headquartered in Bellevue, Washington with offices in Maastricht, Holland. It can be reached at 800-485-9569; on the Net: [www.chempoint.com](http://www.chempoint.com).

**The Challenge**

In 1999, as ChemPoint.com prepared for its grand opening, it began researching communications technologies that would enable it to most effectively provide e-distribution services to customers and suppliers in the chemical market. ChemPoint.com envisioned a unique "sub dot-com" business model combining the best principals and approaches from the dot-com world with the industry knowledge and capabilities of the traditional chemical distribution industry. Specifically, the company uncovered a niche market serving "C" level classes of chemical supplier customers -- firms that typically represent about 75 percent of the industry, yet only generate about 10 percent of the revenue.

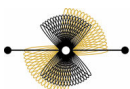
To successfully support its business model, ChemPoint.com needed a computer-based phone system that would cost-effectively maximize the number of its customer touch-points across all channels, while making the most of skilled in-house sales and customer service staff, all of whom are degreed chemists and chemical engineers.

"Our business model was very unique, with all but three of our sales staff in-house, compared to competitors whose majority of sales staff worked in the field," explained Peter Grilley, senior systems administrator for ChemPoint.com. "Because of this, we had the opportunity to reach many more customers without incurring costs associated with travel. However, in order to successfully compete, we needed to show customers and suppliers that we could support a high volume of interactions, while maintaining personalized service."

**The Solution**

ChemPoint.com reviewed business communications products from a variety of vendors, and ultimately chose a bundled communications application software suite from Interactive Intelligence.

"We chose the Interactive Intelligence software based on its open architecture for maximum customization and seamless interoperability; its broad functionality with applications designed to manage phone calls, e-mails, faxes, and Web interactions; and its single point of administration, which included a GUI-based tool for in-house support," Grilley said. "Plus, unlike hardware-centric products, its software-based, modular design enabled us to grow incrementally as business demanded."



ChemPoint.com installed the new software, called Customer Interaction Center® (CIC), at its Bellevue, Washington headquarters in early 2000. At the time, the company used the TDM version of CIC, but migrated in 2004 to voice over IP (VoIP) using CIC's session initiation protocol (SIP) option with Polycom IP phones.

"We were moving into a new office in Bellevue in 2004 so it was a perfect opportunity to re-evaluate our network platform," Grilley said. "Our research indicated that VoIP, and SIP in particular, would help us reduce costs associated with infrastructure investments, and get us up and running faster."

ChemPoint.com expanded its SIP-based CIC installation to support its Maastricht, Holland site when it opened in the spring of 2005. The company used SIP tie lines via its virtual private network (VPN) to link the Bellevue and Maastricht offices.

"Our company is always open to the best solutions available so we weren't attached to the CIC system to support our new office in Maastricht," Grilley explained. "However, after looking at what was currently available, CIC still proved to be the best IP telephony solution because of its wide range of both contact center and business applications, all running on a single platform."

Within an 18-month period, CIC went from supporting ChemPoint.com's entire staff of 50, to a staff of about 150 today. Within the next 12 months, the company is expecting to double in size again. The company uses CIC for SIP-based switching, workgroup routing, auto-attendant, faxing, call recording, and unified messaging.

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**"CIC's wide range of applications has enabled us to deploy it enterprise-wide for an even greater return on investment"**

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## The Benefits

Since deploying CIC, ChemPoint.com has realized a range of benefits related to powerful new applications, its use of IP telephony, and new administrative and customization options.

"CIC's wide range of applications has enabled us to deploy it enterprise-wide for an even greater return on investment," Grilley said. "For instance, we can now perform broadcast faxing, which has cut fax time from an entire day to less than several hours. CIC's multi-site capabilities enable users in Bellevue to view the status of co-workers in Maastricht for assured availability before transfer, resulting in increased productivity and enhanced customer service. And CIC's workgroup routing enables in-house support staff to create new workgroups on-the-fly for improved responsiveness to changing business requirements."

Of particular note have been cost savings as a result of deploying VoIP, according to Grilley.

"When we opened our new office in Bellevue in the fall of 2004, we reported estimated savings of about \$100,000 based on the elimination of cabling, station cards,

and other expenses we would've incurred had we used a traditional, TDM-based solution," he said.

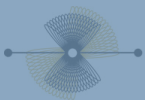
Perhaps most importantly, CIC has succeeded in not only supporting ChemPoint.com's original goal of providing e-services to "C" level businesses, it's helped the company take advantage of mainstream business as well.

"CIC's breadth of functionality, combined with its flexibility to leverage new technologies such as VoIP, and quickly adapt to changing customer and business requirements, have impressed a traditionally conservative industry and differentiated us as a service provider," Grilley said. "As proof, while we originally marketed our services to Class 'C' supplier customers, we now have suppliers knocking on our doors asking us to support their entire business."

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## INTERACTIVE INTELLIGENCE®

Interactive Intelligence provides the most innovative products and services available today for contact center automation, enterprise IP telephony, unified communications and self-service automation.

Solutions that are modular in nature, built with proven, award-winning products that push the edge of technology to deliver a truly best-of-class offering.

At Interactive Intelligence, it's what we do.

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

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