



INTERACTIVE INTELLIGENCE®

Deliberately Innovative

Customer Interaction Center® (CIC) for the Large Contact Center



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: J4 Communications/NTS Marketing



Headquarters: Lynchburg, VA

Industry: Teleservices

Challenge: Replace existing Bell Atlantic and Teloquent ISDN call routing system with a solution that would offer reliability, support new technology, and grow with a rapidly expanding employee base.

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:

- Reduced time between calls from 40 seconds to 2 and 3 seconds
- Increased flexibility for reporting and configuration
- Eliminated clutter of legacy hardware and software
- Achieved faster project setup times

About J4 Communications/NTS Marketing

J4/NTS Marketing relies on 200 employees and service agents to provide its fulfillment services and teleservices to 30 clients throughout North America. J4/NTS became one of the first service agencies in the industry with a call center that processes inbound as well as outbound calls in a shared environment. J4/NTS was founded in Lynchburg, Virginia in 1989 and is a private, family-owned company.

The Challenge

J4/NTS moved into its current state-of-the-art headquarters in 1997. The facility included a 115,000-cubic foot warehouse for fulfillment purposes, a paperless call center with a sophisticated fiber-optic and networking system, and 130 computerized workstations. While the new facility was impressive, it also presented several challenges.

When J4/NTS moved into its new headquarters, the company installed an ISDN call routing system through a partnership between Bell Atlantic and Teloquent. The ISDN system proved insufficient to handle the growing number of interactions J4/NTS could now process. The company increasingly experienced dropped calls due to incompatible ISDN signaling with its local carrier and the Teloquent switch. As a result, J4/NTS began its search for a new telephony system that could match its current capabilities, as well as support new technologies. The company also wanted a solution that would grow with its rapidly expanding employee base.

The Solution

After an extensive search that weeded out vendors such as Aspect, Lucent and EIS, J4/NTS selected the *Customer Interaction Center*® (CIC) from Interactive Intelligence. J4/NTS was impressed with CIC's comprehensive multimedia contact center features and felt that it best matched the company's criteria for reliability, scalability and flexibility.

J4/NTS installed CIC in April 1998 and is currently using CIC's PBX, interactive voice response, automatic call distributor, fax services, reporting tools, unified messaging, and recording capabilities. J4/NTS also created several custom applications using CIC's built-in *Interaction Designer*® development tool, including:

- **HotFAX and HotEMAIL** - Generates a "hotFax" and "hotEMail" to the caller while the caller is still on the phone, and includes communications such as directions to an event, order confirmations, etc.
- **LookUps** - Using lookup services, ANI information can be used to pull information to an agent's screen as the call is ringing in.
- **Remote Monitoring/Service Observation** - Allows J4/NTS clients to call in and listen to their own queues for Quality Assurance purposes.
- **Call Routing** - Enables J4/NTS and its clients to route calls based not only on the skill of an agent, but on proficiency and the desire to use call routing. This application uses least-cost routing for outbound calls, or specific client-owned trunks as needed.
- **Reporting** - Schedules reports to run automatically.
- **IVR** - Passes caller-entered information (in the IVR stage of the call) to an agent, eliminating the need to capture information a second or third time.
- **Greetings** - Plays client/project-specific greetings or music-on-hold, based on each day of the week and time of day.
- **Filter Feature** - Filters out calls from phone numbers tagged as obscene.

"We're living proof that the Interactive Intelligence Customer Interaction Center can support a large contact center Operation."

- **Call Recording** - Systematically records calls for QA and verification based on parameters for the project. For example: every call for queue "A," every 10th call on queue "B," and "on demand" for Agent "X."

The Benefits

CIC's software-based architecture has enabled J4/NTS to deliver its clients (and, in turn, their customers) customized services more quickly. CIC's unified architecture has translated into improved quality of service and reduced costs. CIC's open architecture also positions J4/NTS to easily incorporate new technologies, thus keeping them ahead of their competitors. In addition, J4/NTS has:

- **Reduced time between calls** from 40 seconds to between 2 and 3 seconds.
- **Increased flexibility for reporting and configuration** with standardized tools from Microsoft.
- **Gained complete interaction control** via COM components for customized solutions.
- **Lowered the cost of fail-over** for maximum uptime and service.
- **Eliminated clutter of legacy hardware devices** and software with CIC's single platform, single integration solution.
- **Achieved faster project setup times.**

Our company is a full spectrum teleservices and fulfillment agency taking up to 20,000 calls daily. With CIC, we no longer have to depend on our local carrier. CIC gives us an exceptionally reliable system that lets us create customized interaction services in-house. CIC's functionality includes PBX, IVR, ACD, fax services, reporting tools, unified messaging, greetings, filter features, look-ups, recording capabilities and more. Perhaps the best thing about CIC is that it's a totally extensible solution that can grow and change with us. Now that's an investment that keeps on giving."



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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