

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: VIZIO



Headquarters: Irvine, CA

Industry: Manufacturing

Challenge: Replace Nortel switch with a scalable IP telephony system that could be remotely managed and that offered “anywhere, anytime” access to rich enterprise communications applications.

Solution: *Enterprise Interaction Center*® (EIC) is an all software, application-rich IP PBX for midsize enterprises that incorporates open standards such as SIP, along with tight integration to Microsoft products.

Benefits:

- Scalability, all-software architecture for faster and more flexible growth
- Remote monitoring of call queues for improved customer service
- Presence management for increased productivity

VIZIO Deploys Application-Rich IP PBX from Interactive Intelligence



About VIZIO

VIZIO, Inc., headquartered in Irvine, California, is America’s fastest growing HDTV company. VIZIO products offer customers advanced technologies at the most affordable value. Products include their lines of Plasma and LCD HDTVs. Many of these products can be found at BJ’s Wholesale, Circuit City, Costco Wholesale, Sam’s Club, Sears, Wal-Mart, and other retailers nationwide along with authorized online partners such as Dell.com. For more information, call 888-VIZIOCE or visit www.vizio.com.

The Challenge

The popularity of high-definition television has driven explosive growth for VIZIO. In 2006, the company more than doubled its employee base, expanding from 40 to 100 people in just several months – and VIZIO continues to add employees at a steady rate. Of those 100 employees, about 10 work offsite, and that number is expected to grow.

Just before this high growth period, VIZIO had leased a Nortel BCM 400 system to manage all call traffic in and out of the company. “While we were happy with the explosive growth, the Nortel system could only handle about 50 users and we went over that number almost as soon as the system was in place,” said Kelly Kranz, VIZIO’s technical support manager.

At about the same time that VIZIO began adding employees, the company entered into a deal with Wal-Mart to carry its TVs in some 3,000 stores. The increased sales led to more customer service and tech support calls from customers who had purchased their TVs at Wal-Mart, putting more strain on the overloaded phone system.

“People started getting busy signals when they tried to call out from the company, or when they tried to call in to our support department,” Kranz said. The company had maxed out its voice capacity with three T1 lines, which quickly proved inadequate for the volume of calls coming into VIZIO.

To accommodate the staff growth, in late 2006 VIZIO planned to move to new corporate headquarters in Irvine, California. The building had an existing Cisco CallManager in place, so Kranz briefly considered shifting to that solution, but found it cost-prohibitive – simply upgrading the Cisco solution would have cost significantly more than a new solution.

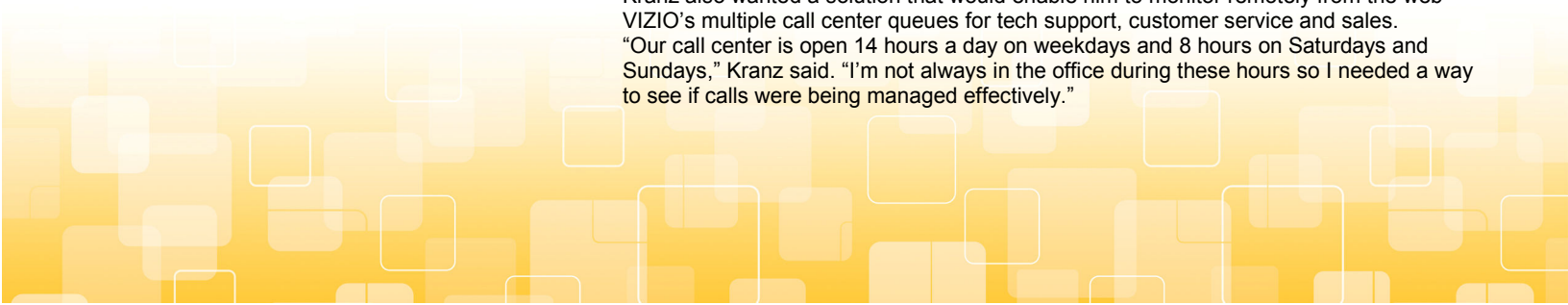
The Solution

Prior to the move, Kranz began looking for a replacement of the Nortel BCM. Kranz considered Nortel and Avaya solutions, but eventually selected an application-rich IP PBX called Enterprise Interaction Center™ (EIC) from Interactive Intelligence.

“Our call center is open 14 hours a day on weekdays and 8 hours on Saturdays and Sundays. I’m not always in the office during these hours so I needed a way to see if calls were being managed effectively.”

The all-software architecture of EIC and integration with back office applications appealed to Kranz because it would enable VIZIO to quickly and cost effectively scale to meet anticipated growth. With plans to grow VIZIO’s remote sales and support staff, he also liked that EIC provided “anywhere, anytime” access to applications.

Kranz also wanted a solution that would enable him to monitor remotely from the web VIZIO’s multiple call center queues for tech support, customer service and sales. “Our call center is open 14 hours a day on weekdays and 8 hours on Saturdays and Sundays,” Kranz said. “I’m not always in the office during these hours so I needed a way to see if calls were being managed effectively.”



EIC was installed at VIZIO's new headquarters shortly before the move. Today, the company uses EIC for voice mail, presence management, real-time monitoring, reporting, call queuing and routing, and recording.

VIZIO also plans to take advantage of EIC's "out-of-the-box" integration to Microsoft technologies, such as Outlook. The company's also evaluating web chat and email routing – all part of the Interactive Intelligence solution.

The Benefits

The immediate impact of the EIC implementation was the end of busy signals, for both inbound and outbound callers. "We were very happy about that –customers have no problem getting through to our call center now," Kranz said. "We can now also add employees without worrying about whether we can handle the call volume."

Kranz is also using EIC's built-in Interaction Supervisor™ feature for ongoing monitoring of tech support, customer service and sales queues. "I like the fact that I can see who's on the phone, and I can do that from my desk, or from home," Kranz said. "If I see that calls are backing up, I can quickly send a message to a call center manager."

EIC's built-in presence management also helps Kranz and other users easily find and send messages to colleagues. "I can see anyone's availability just by clicking on a name," said Kranz. "It's much more productive to know who's available for a phone call or meeting without having to reach out to them individually."

"The beauty of EIC is that it's built as a separate applications layer so we can take advantage of IP without re-writing applications," Kranz said. "EIC has future-proofed VIZIO so we can effectively serve our customers no matter how large our company becomes."

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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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