

## IVR that adapts to your business

For more than a decade the *Customer Interaction Center* (CIC) application suite has delivered forward-thinking IP telephony solutions to businesses worldwide, including inbound and outbound IVR capabilities for calls as well as faxes and web interactions. And in contact centers and enterprises where customer service counts, CIC's integrated IVR application has provided a powerful, adaptable foundation for service automation and convenience:

Bank by phone, prescription refills by phone, feedback surveys, outbound notifications and appointment reminders, catalog purchases, plus other in-demand services that welcome consumers and strengthen customer loyalty.

Now as a standalone solution, CIC IVR offers the same application flexibility for your business — so you can deploy the services your customers insist on, and improve business operations at the same time.

**Improve customer satisfaction levels.** Replace digit-intensive dual tone multi-frequency (DTMF) "Touch-tone" IVR interfaces with speech-enabled service menus that guide customers more intuitively. Also support post-call satisfaction surveys, including via the integrated Interaction Feedback™ module from Interactive Intelligence, to gather immediate customer feedback for service improvement. Your business can even send information such as sales order confirmations instantly via email or fax after an IVR interaction takes place.

**Free up agent resources.** Automate repetitive tasks that can sidetrack agents — verifying account balances, answering inquiries, tracking incidents, resetting customer passwords. Agents are more readily available to handle interactions that generate discernible revenue.

**Simplify administration and development.** Configure CIC IVR applications and schedules in a single interface that eases the process for administrators. The inherent Interaction Designer® graphical application generator in CIC IVR also lets IT teams support in-house application development and customization with hundreds of pre-built development tools and sub-routines.

**Add interaction management functionality as needed.** Start with CIC IVR as a point solution and add the full CIC suite later for complete contact center and enterprise communications. Or add the Messaging Interaction Center™ (MIC) application suite for voice mail, unified messaging and enhanced messaging. The core platform for CIC IVR also supports Interactive Intelligence products such as e-FAQ® for knowledge management and e-mail auto response, and Interaction Dialer® for intelligent predictive dialing and outbound campaign management.

**Easily add agents, users and messaging applications.** Simply upgrade your CIC IVR license and add station cards, as opposed to traditional telephony solutions that require new hardware and expanded system administration.

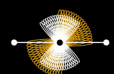
**Report on activities across media types.** CIC IVR comes with standard reports for lines, line groups, and fax, allowing managers to easily review system activity statistics for phone calls, faxes, web-based callback requests and wireless interactions, plus operational costs.

### Key features

- **Offer 24x7 self-service options** that attract customers and improve retention
- **Launch new IVR services** using CIC IVR's built-in graphical application generator and customized applications published "on the fly"
- **Construct voice forms** for DTMF Touch-tone, speech recognition, or spoken/recorded responses; also store or bundle responses into e-mails for delivery
- **Support post-call satisfaction surveys**, including surveys created using the integrated Interaction Feedback™ module
- **Place outbound calls**, either at scheduled times or using the Interaction Dialer® application to deliver pre-recorded messages to any size audience
- **Offer multi-lingual options** including English, Spanish and other languages
- **Increase contact center capacity** by completing calls within the IVR without agent interaction
- **Improve call capacity** without adding staff in your contact center or service groups
- **Increase call completion rates** with intuitive speech recognition
- **Structure outbound IVR applications** for automated appointment reminders, emergency notifications, wakeup calls, fundraising, telesales messages, supplemental marketing, etc.
- **Provide internal services for employees**, such as benefits enrollment, time and attendance reports, shift scheduling, work order assignments and more

### CaaS for CIC IVR

Communications as a Service (CaaS) offerings from Interactive Intelligence include the CIC IVR application for organizations looking to reduce operating expenses with an on-demand solution. For self-service, your business gets the same IVR capabilities and application administration control as with a premise-based CIC IVR system. You also get the option to purchase your CaaS CIC IVR solution at any time, without losing application development investments.



## Why CIC IVR?

### Multichannel processing

Most IVR systems are an effective navigation tool for callers and phone key pads — “Press 1 for... Press 2 for...” — but they can't handle input for faxes and wireless and web-based interactions without integrating more systems. The multi-channel platform on which CIC IVR is built extends the ability to process telephony, fax, web, and wireless events alike within the IVR environment, inherently.

### Open standards software architecture

Traditional IVR hardware doesn't always connect well to other communications and business systems in an IT infrastructure. That means integrations to PBXs, data systems, etc. can be complex and expensive. It also means a lower investment protection threshold every time your technology structure changes.

With every component of an IT framework in mind for enhanced IVR services, CIC IVR provides an open standards software architecture and integration interface points for:

- **Data connectivity** to ODBC data sources, host databases, 3270 and 5250 mainframe data, VT100 emulation, IBM® MQ Series middleware, TCP/IP socket communications, SOAP-based web services, and HTML web-based events
- **A telephony/call control approach** that enables TDM-to-VoIP migration with application ports for Dialogic®, Aculab®, Cisco® AVVID (TAPI), and the SIP communications standard
- **PBX integration** through SIP, analog, T1, E1, ISDN PRI, or EuroISDN connectivity
- **Email server platform support** for Microsoft® Exchange, Lotus Notes®, GroupWise®, iPlanet™ Messaging Server, and other IMAP4/SMTP-compliant email systems

### N+1 Reliability

CIC IVR's verified 99.999% uptimes alone make it a dependable solution. Its N+1 architecture for redundancy, however, make it even more sturdy for round-the-clock operation, as does the ability to run the same application on more than one CIC IVR server to avoid a single point of failure.

### Adaptability when business requires it

The demands for self-service solutions change constantly. It's simply the nature of business and the automated services that make life easier for customers and employees. CIC IVR makes sure your business gets all the flexibility it needs, both behind the scenes and as the self-service front door to your business.

- **Support popular speech recognition engines** to automate voice-driven menus for callers
- **Support DTMF voice prompting** for conventional Touch-tone menus
- **Offer multi-lingual IVR services** with out-of-the-box forms for English, Spanish and other languages
- **Provide a voice interface to ASP-hosted software solutions** such as order processing and CRM
- **Add the full CIC application suite** at any time for contact center and enterprise communications, or the Messaging Interaction Center (MIC) application suite for voice mail, unified messaging and enhanced messaging
- **License integrated Interactive Intelligence applications** for automated post-call satisfaction surveys, predictive dialing and outbound campaign management, and knowledge management and email auto response
- **Adapt to new operating system and network requirements** with CIC IVR's open standards architecture and server approach developed to run on the Microsoft® Windows® operating system
- **Scale from 4-port, single-site IVR applications** to thousands of ports running in carrier networks or multiple sites
- **Link multiple locations** with a CIC IVR server at each location, easily connected via your network and managed and monitored from a central office
- **Support Text-to-Speech** to deliver TTS messages
- **Leverage VoiceXML** and existing web infrastructures, user skill sets and CIC's IVR's VoiceXML interpreter to develop TTS, speech, and DTMF Touch-tone applications
- **Centrally administer lines**, line groups, and reports in one interface
- **Report on system behavior** with standard reports for lines, line groups, and fax
- **Migrate to new technologies and communications standards**, including from TDM to VoIP (via SIP) or TAPI, with no need to change customized CIC IVR applications
- **Reduce integration and costs** via CIC IVR's standards-based open platform: SOAP, VoiceXML, ODBC, COM, TCP/IP, XML, VoIP and SIP

## INTERACTIVE INTELLIGENCE®

Interactive Intelligence offers unified business communications solutions for contact center automation, enterprise IP telephony, and business process automation, based on our open standards, all-in-one software suite. More than 4,000 organizations worldwide currently benefit from our on-premise solutions and cloud-based Communications as a Service (CaaS) offerings, including value-added services for software, hardware, implementation, consulting, support and education.

At Interactive Intelligence, it's what we do.

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