

## Benefits unique to the Interactive Intelligence-CFI relationship

### Complete solution for continuous satisfaction improvement

- Reinforce company branding
- Build customer loyalty
- Ensure customer retention and ongoing revenue contributions

### Built-in survey tools and best practices

- Industry-standard ACSI question library for survey creation
  - Eliminate guesswork, ask the right questions for required measurements
- Wizard-driven interface and pre-defined ACSI templates
  - Ease survey configuration, no survey design expertise or programming required
- Automated survey validation
  - Intelligently validate ACSI-compliant surveys prior to activation
- No agent intervention
  - Eliminate agent influence and bias on survey results



## Know what your customers really think

Drive satisfaction with a world-class partnership and one intelligent application

Interactive Intelligence and CFI Group combine their industry expertise in one solution that allows your contact center to capture feedback more completely, to gauge satisfaction levels more precisely and improve service processes accordingly. Don't just give customers a voice. Make sure they're satisfied.

## Solutions for the Contact Center

### INTERACTIVE INTELLIGENCE

Interactive Intelligence offers unified business communications solutions for contact center automation, enterprise IP telephony, and enterprise messaging, based on our open standards, all-in-one software suite. More than 3,000 organizations worldwide currently benefit from our premise-based and hosted solutions, which include value-added services for software, hardware, implementation, consulting, support and education.

At Interactive Intelligence, it's what we do.

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### CFI Group

Claes Fornell International

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

CFI Group offers your contact center 20 years of experience using the world's most precise, reliable, and actionable science to turn "voice of the customer" data into strategies for measurable results. No other survey and analysis methodology can capture the feedback you need and project the financial impacts of improvements and change. With one system, CFI Group delivers key performance metrics and finds the best opportunities for your business to increase customer satisfaction for the greatest return on investment. Use CFI Group to quantify the value of your initiatives and make sound, informed, strategic business decisions that protect your greatest asset: your customer. Among the companies that rely on CFI Group are AT&T, UPS, Best Buy, Yahoo!, the American Cancer Society, Barclay's Bank, AAA, DIRECTV, BT Wholesale, Dominos Pizza, H&R Block, ServiceMaster, and more than 80 agencies and departments in the U.S. Federal Government.

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## Satisfaction surveys at the point of interaction... the best of two worlds

Combine an intelligent contact center platform with thought leadership in measuring customer feedback, and you get the consummate solution for customer satisfaction improvement.

In 1994 **Interactive Intelligence** introduced an all-in-one software platform to unify voice and data communications and handle interactions of all types. Since then, our platform and the applications it supports have continued to break new ground in contact management, prompting Gartner to include Interactive Intelligence in the Leaders segment of its *2008 Magic Quadrant for Contact Center Infrastructure, Worldwide* industry report.

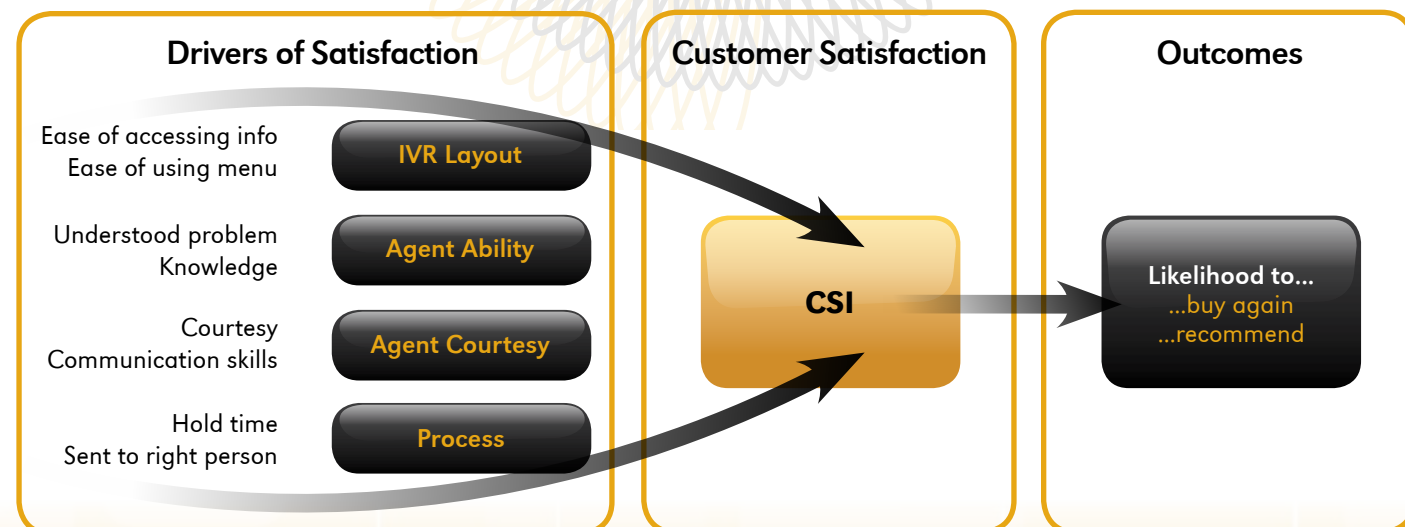
In 1994 the **University of Michigan** began publishing the American Customer Satisfaction Index™ (ACSI). This index is based on the methodology created and patented by CFI Group founder and University of Michigan Professor Claes Fornell. With the need to constantly improve customer loyalty, businesses worldwide continue to benefit from the application of this patented survey methodology, ACSI best practices, and the thought leadership CFI Group offers.

Now with a single application for customer feedback surveys at the post-call stage, Interactive Intelligence and CFI Group bring the best of contact center automation and satisfaction surveys together – for you and your customers.

### American Customer Satisfaction Index, the “definitive benchmark”

The New York Times calls ACSI the “definitive benchmark for how buyers feel.” The Harvard Business Review notes that a 1-point change in ACSI associates to a 4.6% change in market value. CFI Group developed the methodology for ACSI.

Read more about ACSI at [www.theACSI.org](http://www.theACSI.org)



## Improve branding, loyalty, retention and revenues

A customer survey should be more than a list of generic questions that lead to nowhere. It should be a bridge to your customers' thoughts and their reasoning for contacting you. The customer feedback application from Interactive Intelligence and satisfaction improvement practices from CFI Group help your contact center to reinforce branding, build loyalty and retain customers, who contribute to future revenues.

Everything a survey should do.

### Measure a customer's experience with the right questions.

Some survey questions just aren't meant to be answered with "Satisfied, somewhat satisfied, or not satisfied." Use our customer feedback module and CFI Group's ACSI-based question library to create surveys that measure core satisfaction drivers as well as overall satisfaction and behavioral outcomes. Proven survey questions and automated validation of ACSI-compliant surveys eliminate guesswork in survey design.

### Identify satisfaction drivers that need attention.

A low overall score for call wait times. Less than acceptable scores for an agent's product knowledge or demeanor. Such drivers affect satisfaction ratings and whether customers remain loyal. Immediate survey results and historical reports via our customer feedback module do two things for satisfaction drivers: they let you quickly identify service trends that keep your business from reaching intended satisfaction benchmarks, and then help you formulate the appropriate service improvements.

**Get to the most important numbers.** Tie customer satisfaction to your financial results via CFI Group's predictive analytics, which map the causes-and-effects of customer satisfaction and provide actionable steps for improvement. Also benchmark your contact center against the ACSI measurements of more than 200 companies representing over 60% of the U.S. GDP, and against the Contact Center Satisfaction Index (CCSI) published by CFI Group.

**Simplify the survey process.** Measuring satisfaction levels just got easier. Step 1) License our customer feedback module as part of our all-in-one platform without the complexity, and higher costs, of third-party survey solutions. Step 2) Create surveys using a wizard-driven desktop interface and pre-defined templates. Step 3) Select rule conditions to determine which callers receive a survey invitation. Step 4) Issue surveys automatically to free up valuable agent resources.

“As long as repeat business is important, and as long as customers have a chance to go somewhere else, employees must deliver high levels of satisfaction for a company to be successful.”

**Claes Fornell**  
Founder of the University of Michigan's  
American Customer Satisfaction Index