

## Knowledge management, email response management and web self-service in one

**Information is the backbone of a business** and must circulate quickly to retain its value. To customers, that value is a fast and accurate response to an inquiry. To your employees, value is instant access to info from internal resources such as HR or Accounting. Relying on multiple groups and systems to manage critical information, however, causes it to fall through gaps and lose its worth.

*e-FAQ* is a single application module that automates the knowledge management process across your organization with rapid, on-demand data delivery via email and the web for customers and employees alike.

**Intelligent response authoring and analysis.** In one intelligent process, the *e-FAQ* system uses linguistic analysis to clarify incoming questions, search for matches, and instantly reply when an appropriate match is found. Response authoring is just as seamless. *e-FAQ*'s inherent web-based Knowledge Manager application centralizes response authoring, testing and administration, while a built-in "WYSIWYG" editor interface and intuitive templates simplify the response implementation process for users at any knowledge level.

**Comprehensive reporting.** *e-FAQ* provides reports such as Workflow Reports to track activity on content creation, and Entry Search Reports to pull back entries and sort by criteria. Usage History Reports, Entry Tracking Reports, a No Results List Report, an Entry Activation Report, and a Query Search Report round out *e-FAQ*'s extensive reporting capability.

**Integrated module or standalone solution.** Use the *e-FAQ* module in unison with the Interactive Intelligence Customer Interaction Center® (CIC) software to automate the knowledge management and auto response process. Or use *e-FAQ* as a standalone solution, easily integrating with popular SMTP/IMAP compliant email servers including Microsoft® Exchange, IBM Lotus Notes®, Novell® GroupWise®, Sun iPlanet™ Mail Server® and others.

### Key features

#### Make searches faster and more accurate

- Leverage *e-FAQ*'s Auto-detect Mode to choose the best search mode based on how a query is entered and how your knowledgebase is organized
- Simplify data searches to deliver accurate responses the first time — user adoption rates go higher, and call times get shorter

#### Improve organizational data flows and user productivity

- Equip office employees and mobile workers with a single, central knowledge base for company info
- Pre-integrate *e-FAQ* to the Interaction Client® desktop interface in CIC, or to CRM applications and portals for faster data searches and responses
- Offload repetitive manual query tasks so contact center agents can address higher-priority service issues

#### Satisfy customers with self-service, rapid responses, and reporting

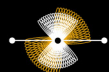
- Use *e-FAQ* with CIC to create a web self-service environment that includes easy escalation paths to live help
- Capture customer questions and turn them into answers
- Offer quicker responses to inquiries via email and the web
- Analyze request trends to better respond to customer needs using *e-FAQ*'s comprehensive reporting

#### Lower your total cost of ownership

- Transform subject matter experts into content authors with *e-FAQ*'s inherent authoring features
- Reduce the need for costly knowledge management resources

#### Speed your return on investment

- Lower your initial investment costs
- Minimize deployment time up front
- Attract new customers and retain existing ones with convenient self-service offerings



## FAQ response authoring

- Intuitive authoring interface
- Inherent "WYSIWYG" editor interface — no programming skills or XML tags required
- Email address notifications when entry is matched
- Bulk Import/Export utility to import content from external sources

## FAQ entry matching engine

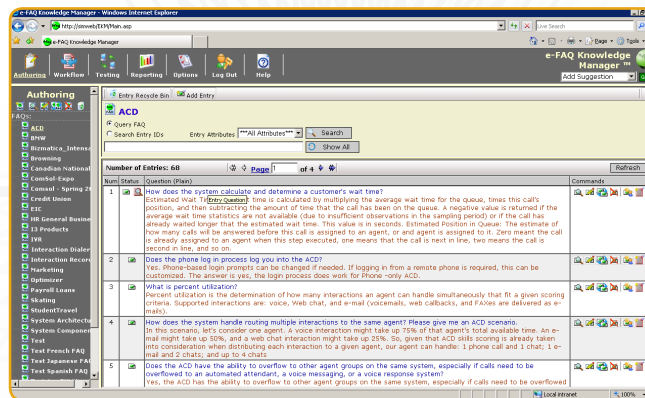
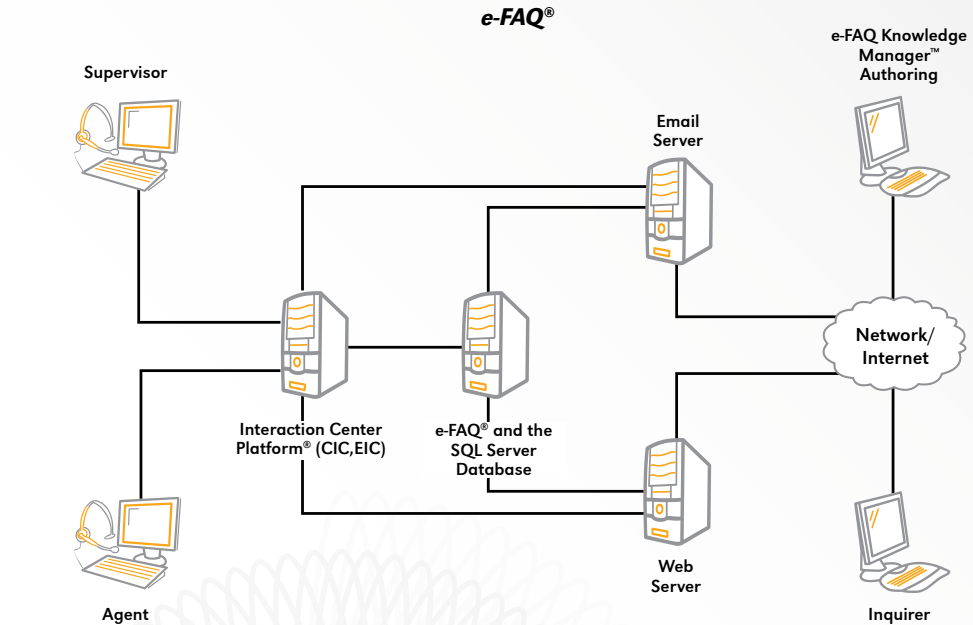
- Advanced English linguistic indexing/matching engine
- Semantic WordNet based on 122,000 English words for natural language processing
- Auto-detect matching to select best query type
- Adjustable FAQ matching for strictness and number of results to be returned
- Natural language or Boolean search capabilities

## FAQ response testing/tuning/feedback

- Positive or negative feedback based on response
- Alternative wording to reinforce correct response
- "What if" testing and tuning

## Central administration

- Single interface to define business rules and configure workflow steps for processing new FAQ entry requests or modifications (from submission to approval)
- Establish different workflows for different teams



Use e-FAQ's Workflow Reports to track activity on content creation, and use Entry Search Reports to pull back entries and sort by criteria, such as a FAQ response creation date.

## 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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### World Headquarters

7601 Interactive Way  
Indianapolis, IN 46278 USA  
+1 317 872 3000 voice and fax

### EMEA

Thames Central, Hatfield Road  
Slough, Berkshire, SL1 1QE  
United Kingdom  
+44 (0)1753 418800 voice and fax

### Asia Pacific

Suite 6.1 Level 6 Menara IMC  
8 Jalan Sultan Ismail  
50250 Kuala Lumpur  
Malaysia  
+603 2776 3333 voice  
+603 2776 3343 fax

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4059-EFQ-ENG

www.inin.com