

Intelligent multimedia routing across distributed sites

Interaction Director is a pre-integrated application for the Interactive Intelligence Customer Interaction Center® (CIC) IP contact center platform that allows multi-site contact centers to become a single virtual operation.

In one seamless solution, Interaction Director communicates in real-time to all registered CIC servers, gathers data relevant to queues, users, workgroups, skills, etc., and stores it for quick access to make routing decisions automatically. Because for a distributed contact center, the idea is to handle a customer's interaction promptly and skillfully, no matter where a first available agent is working

Make wait times a thing of the past

The first step toward meeting a customer's expectations is presenting your multi-site business as a single entity. The second step is to make extended wait times a thing of the past. Interaction Director does everything you need to achieve both objectives.

Route multimedia interactions consistently. Because CIC processes calls, emails and faxes alike, Interaction Director routes each media type just as consistently to any site.

Avoid overloads to meet service level goals. Avoid overloads at any one site and route an interaction to the first available agent to handle it promptly and skillfully, regardless of location. Idle agents are no longer a problem either.

Increase customer satisfaction by smoothing bumps and spikes. Handle bumps in inbound volume that commonly occur at the beginning of a week — along with spikes such as bad weather — by spreading volume across all centers.

Route other types of work. Leverage CIC's multimedia ACD to route CRM trouble tickets, order system verifications and other generic media via Interaction Director, which balances follow-on tasks as well as interaction volumes.

Reduce agent costs and turnover. With no effective way to distribute overloads across sites, multi-site centers absorb heavier costs by staffing each site to handle peak volumes. They also experience lower agent effectiveness, higher turnover, and the exorbitant costs of training new agents. So why not just level the interaction loads for all agents and increase retention instead?

Key features

Intelligent load balancing

Scale your organization to greater size, configure workgroups for overflows based on interaction load and create enterprise groups to span sites, configure routing rules to define overflow handling best site/agent routing, etc.

Flexible multimedia routing

Route emails and faxes as well as phone calls. Route generic media such as trouble tickets and order system verifications, etc. Route calls according to agents skills and incorporate same rules for pre-call and post-call routing.

Pre-integrate to CIC

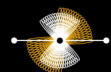
Deploy directly into a new or existing CIC contact center environment and share CIC's configuration and customization environment to minimize administration and IT costs. Leverage CIC's standards-based architecture (SIP, etc.) for multi-site routing configurations.

Central administration

Reduce administration time and complexity and reduce costs with a single-vendor software solution.

Real-time supervisor views

Utilize Workgroup Summary, Agent Detail View, Interaction Summary, Interaction Detail View and Route Detail View for full-time/real-time workgroup/agent management.



System features

Interaction Director and Customer Interaction Center (CIC) come down to a pre-integrated software architecture for multimedia routing to distributed contact centers. By doing so, the Interaction Director/CIC solution simplifies implementation and administration, yet also adds open standards flexibility and disaster recovery dependability to the multi-site routing process.

Common platform architecture

- Shared CIC architecture
- Lower deployment, operation and maintenance costs – add only a single server
- Intelligent disaster recover
 - Route interactions to alternate site when necessary
 - SIP-based remote access for agents, supervisors

Pre-integrated with CIC

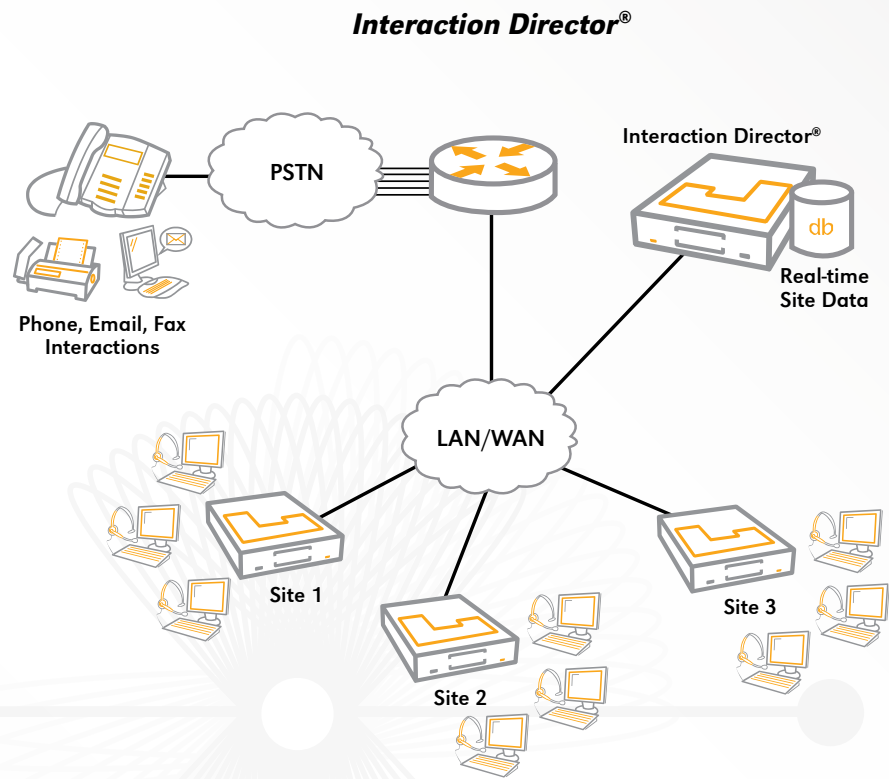
- Leverage CIC's ACD and multimedia queuing for multi-site routing
- Communicate in real-time to all registered CIC servers
- Gather data for all queues, users, workgroups, skills; store data for quick access for routing decisions

Pre- and post-call routing

- Pre- and post-call uses SIP protocol, allowing for third-party SIP-based integration
- Post-call
 - IVR to agent
 - Multimedia: calls, emails, faxes

Disaster recovery

- Connection awareness for disaster recovery options
- Instant routing to alternate locations



Pre- and Post-call routing, SIP w/gateway

To route calls, emails, faxes and generic media such as trouble tickets and order system verification, Interaction Director supports intelligent load balancing with a straightforward routing configuration to CIC-based workgroups at distributed sites. Multi-site organisations can also create enterprise groups spanning sites.

In the event of a disaster at any CIC site, Interaction Director instantly routes interactions to alternate locations.

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.

© 2010 - 2011 Interactive Intelligence, Inc. All rights reserved.

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

0611

4041-IDR-ENG

www.inin.com