



INTERACTIVE INTELLIGENCE
Deliberately Innovative

Contact Center Automation

Enterprise IP Telephony

Enterprise Messaging

Case Study



Interactive Intelligence

Raises Share of Voice for

Diabetes Australia-Victoria

About Diabetes Australia-Victoria

Diabetes is the fastest growing chronic disease in Australia and the nation's sixth leading cause of death. Around 1.5 million Australians have diabetes and for more than 50 years, in Victoria, Diabetes Australia – Victoria (DAV) has been the peak consumer body and leading charity representing all people affected by diabetes and those at risk.

DAV is committed to minimising the impact of diabetes in the community, helping all people affected by diabetes and contributing to the search for a cure. It relies heavily on the generosity of the caring community of members and supporters to help fund diabetes education, awareness activities and research.

Today, DAV assists over 200,000 Victorians with diabetes and has over 35,000 members, including those with diabetes, their families, carers and diabetes health professionals. The organisation assisted 21,000 new cases in 2008 alone.

The Challenge

DAV has its head office located in Elizabeth Street, central Melbourne and a second site at Greensborough housing the organisation's call centre operation.

For many years, DAV had operated with old style Fujitsu 9600 PABX systems at each site and these had been initially donated to the organisation as second hand units. They lacked functionality and had been unable to keep up with DAV's growing employee base, let alone the increase in service demand from its call centre operations.

In order to continue helping all people affected by diabetes, those at risk and the research professionals committed to the search for a cure, DAV needed to overhaul its technology and enabling systems. The call centre operations provide a valuable outreach program in supplying information to people with diabetes as well as research professionals and a forum for where consumers can order product to manage their diabetes under the National Diabetes Services Scheme (NDSS). However, with the growth in the number of people newly diagnosed with diabetes, the number of calls into DAV's contact centre had increased significantly.

"We had simply run out of available lines for new staff and faced a situation where our PABX was, in reality, six years beyond the end of its useful life. We were unable to add extensions for any new complement in staff and suffered an increasing frequency of outages as the circuit board continued to malfunction. Quite frankly, the system was tired," says John Popper, Director of Business Development, DAV.

One example of this was the organisation's frequent requirement for recording new messages. The lack of functionality in the Fujitsu PABX meant that any recording had to be conducted off-site which was both time consuming and expensive.

Summary

Customer: Diabetes Australia-Victoria



Headquarters: Melbourne, Australia

Industry: Charity

Challenge: Moving from a traditional PABX telephony system to a scalable multiple interaction IP telephony solution

Solution: *Enterprise Interaction Center® (EIC)* is an all-in-one communications software suite that provides multi-channel contact center automation and enterprise IP telephony functionality for mid-large customer-focused and interaction-intense organisations.

Benefits:

- Significant improvement in call response times
- Efficient In-bound and out-outbound call control
- Integrated ACD, IVR, Recording
- Improved speech clarity and seamless CRM integration
- Ability to scale to future business requirements
- Increased ROI and business growth
- Faster, more efficient customer service

Following a review of the situation, DAV researched the market for proven offerings and performed due diligence on a potential IP telephony solution which could also provide the business tools and connectivity to enhance the organisation's critical call centre activity.

"We knew that we didn't just want another copper-based PABX system as this would have quickly become obsolete in a business where we were experiencing significant growth in our call centre operation," says Popper.

DAV required any new system to be scalable for growth and for its functionality to be capable of handling both inbound and outbound campaigns. The solution also needed to be Voice over IP-enabled and capable of merging all telephony and data technologies into one digital platform.

The Solution

DAV's market review resulted in the selection of the Interactive Intelligence Enterprise Interaction Centre™ (EIC) solution. EIC is an all software, application-rich IP PBX for mid-size enterprises that incorporates open standards such as SIP, along with tight integration to Microsoft products. Its key features eliminate the need for costly voice processing cards, while improving reliability and lowering overall costs.

As EIC is built on the core Interaction Center™ Platform, it allows DAV to add applications to scale with future growth, including outbound dialing, screen recording, and workforce management. For all industries, but importantly for the non-profit sector, these features remove costly forklift upgrades and potentially lengthy, complex integration.

EIC extends beyond dial tone to enhance customer service through a variety of applications such as presence management; multi-channel queuing and routing; interactive voice response; speech-enabled auto-attendant; unified messaging; 'one number' find-me/follow-me and multi-channel recording and scoring. It also includes real-time monitoring. These applications can be effectively deployed regardless of location, enabling DAV to extend the system to new locations in the future, when and if required.

For DAV, the project brought a significant change in technology and infrastructure for the staff. Not only was there the implementation of the new multi-site IP Telephony system, there were changes to the organisational structure. They engaged a project consultant to assist in firming up the specifications and overseeing the installation.

The Deployment

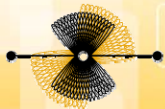
The design focused on the call centre as the core operational centre for DAV's business and an EIC Premium Server and Switchover Server were installed at the Greensborough call centre. The Elizabeth Street head office was provided with an ININ Business Continuity Manager SIP Proxy for added redundancy.

In addition, two Hewlett Packard high availability servers support the EIC software, while Citrix thin client sessions round out the operation to run the call centre client software remotely from their main application servers located at Elizabeth Street. There is a third smaller site located at Queen Street and connected back to the EIC server via the wide area network. The call centre itself has 60 channels of ISDN locally and a further 30 channels of ISDN are provided at head office, all connected via Quintum survivable gateways and EIC routing.

As part of the implementation, was a new wide area network using secure 'point to point' SHDSL services, providing 2m/2m bandwidth links to connect the Elizabeth Street and Queens Street offices back to the call centre at Greensborough. They also upgraded the DAV data network during the EIC installation, providing new POE Switches for the organisation's suite of SIP handsets. The handset deployment and administration is simplified with ININ's new auto-provisioning features for the Polycom handset range.

The call centre has approximately 25 agents for incoming calls and 20 users that are allocated for outbound dialing campaigns. At head office there are approximately 80 business users and a further ten users at Queen Street. They have Novell GroupWise for their email routing.

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"It was the first implementation that I have had experience in, where we did not get a single complaint from one user. It was an amazing switchover, totally seamless, and provided an improvement in the clarity of speech from the very start. User feedback was that Interactive Intelligence was intuitive and worked well from the very beginning", says Popper.

The Benefits

With some of Popper's colleagues at DAV initially sceptical as to the benefits of a new digital infrastructure, the clarity in speech provided by Interactive Intelligence has proven clear benefits. At the same time, a new database system has enabled the organisation to converge its IT and telecommunications infrastructure for the benefit of various applications, including customer relationship management.

Indeed, last year, DAV's call centre staff handled over 100,000 telephone calls from people donating clothing and household items, a major source for fundraising and one that requires a stable and robust communications platform. At the same time, the system was able to effectively support administration of the NDSS.

"Our call centre staff responded to 84,000 telephone enquiries and processed thousands of NDSS orders for diabetes products, membership and fundraising enquiries, event bookings, Life! program information, and research requests," says Popper.

Going digital also means that when DAV stages a new promotion, the recording itself can be produced in-house in an instant saving time, money and talent fees.

"Interactive Intelligence improves the front end of the business, and it has also been able to scale with our physical expansion. When we leased new office space we were able to have the office up and running with Interactive Intelligence in a matter of a few days. This multi-campus support has made decision making in the pursuit of property real-estate so much easier," says Popper.

In conjunction with the new technology came an increase in the training for the contact centre agents. This resulted in a significant improvement in call response times and service measures for the call centre, such as the time taken to answer a call or abandoned calls.

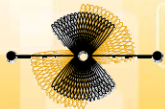
"The new system is absolutely helping to contribute to our growing fundraising success and in supporting our aim of raising \$2 million annually for the Diabetes Australia Research Trust.

"In terms of functionality, the system has been totally adaptable to our needs and will provide a robust platform for the organisation's future growth in both community outreach and staff growth.

Prior to Interactive Intelligence, one could compare our PABX infrastructure to a Sony Walkman but now we've got shining iPod-level sophistication," says Popper.

Interactive Intelligence - Australia/New Zealand
Level 9, 275 Alfred Street, North Sydney NSW 2060 Australia
Voice/Fax: +61 2 89184800 info_aunz@inin.com www.inin.com/au-nz

Interactive Intelligence Inc. (Nasdaq: ININ) is a global provider of unified business communications solutions for contact centre automation, enterprise IP telephony, and enterprise messaging. The company was founded in 1994 and has more than 3,000 customers worldwide. Interactive Intelligence is among Software Magazine's top 500 global software and services suppliers, is ranked among NetworkWorld's top 200 North American networking vendors, is a BusinessWeek "hot growth 50" company, and is among FORTUNE Small Business magazine's top 100 fastest growing companies. The company is also positioned in the leaders quadrant of the Gartner 2008 Contact Centre Infrastructure, Worldwide Magic Quadrant report. Interactive Intelligence employs approximately 600 people and is headquartered in Indianapolis, Indiana. It has six global corporate offices with additional sales offices throughout North America, Europe, Middle East, Africa and Asia Pacific.



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