



INTERACTIVE INTELLIGENCE™

Deliberately Innovative

Case Study

Contact Center Automation

- Multichannel Recording & Quality Monitoring
- Customer Feedback Management
- Outbound/Blended Dialing & Campaign Management
- Network-based Pre/Post-Call Routing
- Web Self-Service & Knowledge Management
- Workforce Management

Enterprise IP Telephony

Business Process Automation

Communications-as-a-Service

Summary

Customer: Orcon



Headquarters: Auckland, North Shore

Industry: Internet Service Provider

Challenge: To replace the existing phone system to cope with 28,000 calls per month, and growing.

Solution: *Customer Interaction Center® (CIC)* is an all-in-one communications software suite that provides multi-channel contact center automation and enterprise IP telephony functionality for mid-size to large customer-focused and interaction-intensive organizations.

Product Replaced: AVAYA IP Office

Benefits:

- Ability to make changes without involving the IT Department.
- CIC is delivers a scalable platform needed to run a busy ISP call centre.
- CIC is flexible to work with Orcon's changing requirements.
- Easy to use system.
- Recording and compliance needs met.

Orcon Supports Growing Customer Base with Interactive Intelligence

About Orcon

Orcon is New Zealand's fastest-growing and fourth-largest telecommunications provider. Servicing both business and residential customers, the company has developed a reputation for innovation, ingenuity, and remarkable product performance and customer service. Its unabashed vision is to be the ultimate provider of Internet and Communications products, services and customer experience. www.orcon.net.nz

Growing pains

Two and a half years ago, Orcon's business success was placing pressure on the company's IP phone system. With the number of inbound sales and support calls increasing every day, it was apparent that a 17-agent contact centre team supported by an office phone system was no longer enough. If Orcon was to maintain effective and professional telephone contact with its customers, a comprehensive, scalable call centre solution was essential.

Rachael Osborn, a call centre veteran and Orcon's recently hired Group Customer Care Manager, was on the evaluation team tasked with finding an appropriate solution. She prepared a lengthy list of requirements to help in the evaluation process, itemising the sophisticated functionalities that she knew would be required for a long-term solution. "We looked at a lot of IP telephony applications but initially none met my expectations," says Osborn.

Interactive Intelligence was one of the last companies to present its solution, the **Customer Interaction Center (CIC)** application suite. "Interactive was the first company to be able to answer my questions," Osborn adds. This was not completely surprising given that they were one of only two organisations that had asked to see the requirements list in advance. It meant that the meeting could focus on Orcon's needs rather than generic solution capabilities.

Osborn continues, "Interactive Intelligence gave me the assurance that CIC could do what I required. In fact, compared to the other solutions that we looked at, CIC was head and shoulders above all the rest. For the price that you pay, CIC is amazing," Osborn notes.

Building Capacity

Interactive Intelligence managed the deployment which involved establishing the call centre capability as well as internal office telephony for approximately 150 staff located in Orcon's Auckland and Wellington offices. The project, according to Osborn, went smoothly especially as CIC proved to be easy to implement. \

The CIC solution quickly delivered the scalability that Orcon needed. From the original 17-member team, Orcon's call centre capabilities have grown to encompass three different business units. There's the credit team; 60 inbound call agents; and 20 inbound and outbound sales agents dedicated to signing up new customers.

"We answer 28,500 calls per month and the system copes perfectly well," Osborn says. "It's all about licenses. If you have the right number of licenses, it's easy. Because Orcon is growing so rapidly, we add new licensees throughout the year as needed."



Empowerment

Another aspect of CIC that is particularly pleasing to Osborn is the ability to make changes to the system without involving a developer. "One lovely thing is that we aren't beholden to a vendor to make changes to call flows or to make changes to voice announcements." Should a problem arise with Orcon's network, staff can quickly record and place announcements on its phone system. As an ISP [Internet Service Provider], this kind of responsiveness is important.

Orcon also uses CIC to record all calls coming into and made within the organisation. This ensures compliance for any conversations relating to new contracts. It also means that Orcon can more easily review service practices, readily identifying areas where additional training may be necessary.

"We answer 28,500 calls per month and the system copes perfectly well,"

Although like all call centres, Orcon experiences a relatively high level of employee turnover, training new staff to use CIC is not difficult. Osborn points out that the software is very easy to use, plus her staff tend to come from the computer-savvy Generation Y.

"The only advice I can suggest if putting in CIC from scratch is that you'd need to consider an interruptible power supply for the computer because that's what's running the phone system," Osborn notes.

When asked about support, Osborn says, "The relationship is completely open and honest. They absolutely will help us work things through whenever an issue arises." Orcon also receives regular opportunities to meet with Interactive Intelligence executives, learn about product initiatives, provide feedback on the CIC application suite, and to participate in web conference calls and seminars.

"At the start of this project I was hesitant about the idea of IP telephony. Ten or 15 years ago IP wasn't viewed as a good solution. But since we went live the system has only gone down once. It's very robust and very reliable, and CIC pretty much meets all of our needs. There's so much functionality that we aren't using as yet but it's all there if you want it," Osborn concludes.



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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World Headquarters

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

Asia Pacific

Suite 24.5 Level 24 Menara IMC
8 Jalan Sultan Ismail
50250 Kuala Lumpur
Malaysia
+603 2776 3333 voice
+603 2776 3343 fax

EMEA

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

Australia / New Zealand

Level 9 275 Alfred Street
North Sydney NSW 2060
Australia
+61 2 8918 4800 voice and fax