

## Enhanced call scripting for Interaction Dialer®

**Scripting adds value to any call campaign** by assuring a consistent message, streamlining interactions, driving data collection and making agents more effective. Yet creating a results-producing script has its challenges: The campaign type. The product or service. The target market. The author's skill set. The time required to implement a new script or modify an existing one.

*Interaction EasyScripter* is made for contact center, telesales and telemarketing operations, and today's sophisticated, fast-paced phone campaigns. It's also a complete and flexible software suite designed to simplify the scripting process.

The real value of Interaction EasyScripter, however, comes from all it does between the lines.

**Design script pages at the highest level.** Lay out the flow and define elements of script pages, and map call list data into script fields in Interaction Dialer. Thereafter, collect all caller information in a controlled sequence and save it in the correct format at the right location.

**Create scripts quickly, whether advanced or non-technical users.** Leverage built-in templates, style sheets, 100+ predefined controls and the Script Editor Visual Designer environment to simplify the scripting process. Also incorporate graphics, color, sound, video, hyperlinks and web content to add depth to any script, and copy scripts across multiple campaigns to save time.

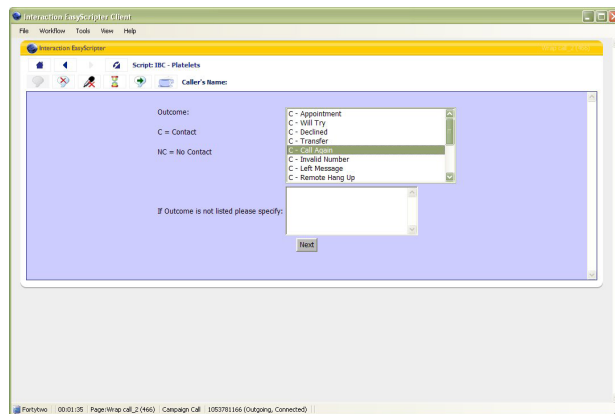
**Put agents in full control from the desktop.** Direct integration and central log-on to Interaction Dialer/CIC allows agents to leverage CIC's desktop call controls and presence management status settings. CIC also drives screen pops for campaign scripts and customer data from the call list or third-party database.

**Easily integrate to Interaction Dialer/CIC and other systems via an open architecture.** Interaction EasyScripter is a complete software suite, yet offers an open architecture based on industry standards and Microsoft® technologies. That in turn invites open integrations to legacy databases, web services, CRM packages and any business applications your contact center supports on the CIC platform.

## Key features

- "Plug-in" integration to Interaction Dialer® and the Customer Interaction Center® (CIC) IP contact center platform
- Web-based non-technical scripting for all user levels.
- Predefined tools, templates, style sheets and an intuitive drag-and-drop scripting/editing interface to reduce user training
- Screen-pop capability for scripts and customer data from call lists, CRM packages and third-party databases
- Open software architecture... easily link to legacy databases and applications (ODBC, Web services)
- Central campaign configuration and script management within the CIC/Interaction Dialer/Interaction EasyScripter environment
- Mid-call script transfers from one agent to another.
- Multi-campaign agent utilization

## Total control from the desktop

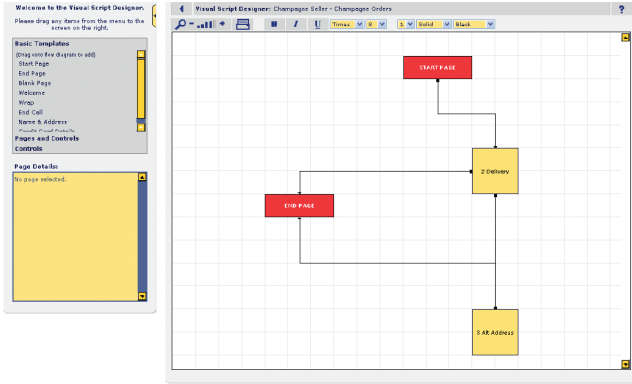


**Effectively guide agents through the interaction process and ensure that they collect all customer information in a controlled sequence, then save it in the correct format the right location. Agents and users can also:**

- Centrally log on to Interaction EasyScripter for all scripting and campaign activities
- Take advantage of CIC's desktop call controls and real-time presence management status settings
- Access legacy databases and applications (ODBC, web services) integrated to the CIC platform
- Receive screen popped scripts and customer data from the call list or third-party database
- Transfer scripts to other agents in mid call
- Work on multiple campaigns
- Link to internal/external web pages or documents
- Access script data and statistics via a secure web browser



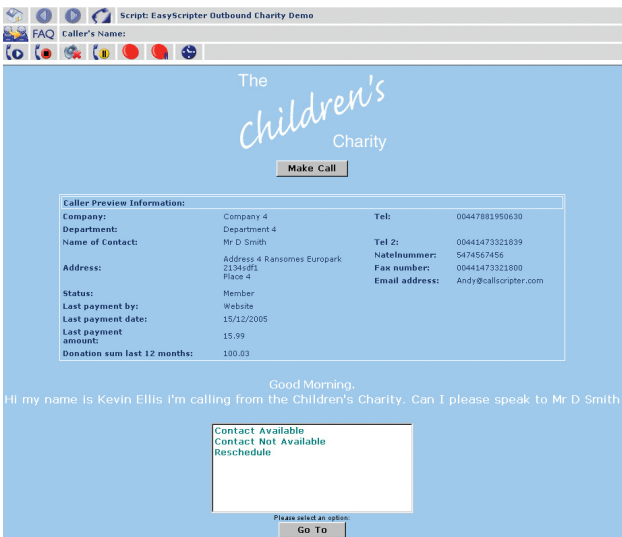
## Script Editor



Visually build scripts

**Whether non-technical or more advanced levels, equip users to create complete call flows for virtually any campaign.**

- Build and amend campaigns in minutes using the Script Editor's point-and-click Visual Designer environment
- Simplify the scripting process with built-in templates, style sheets and 100+ predefined controls
- Incorporate color, graphics, sound, video, hyperlinks and Web content
- Copy scripts across multiple campaigns to save time



Customize scripts to suit specific campaign types, workflows and call parameters.

## Technical Specifications

### EasyScripter Server

- Specifications vary depending on the number of agents and script volumes being supported. Contact your Interactive Intelligence Channel Sales Manager or certified Partner reseller, or email the Interactive Intelligence Professional Services Organization (PSO) at PackageSolutions@ININ.com.

### Server Software

- Microsoft® Windows® 2000 or above
- .NET framework 1.1
- SQL Server 2000 or above
- Latest MDAC.

### Agent/user desktop

- Microsoft Windows NT4, 2000 (or above), or XP
- Intel® Pentium® 4 2.4Ghz (or more) processor
- 256 MB RAM or more
- Internet Explorer® 6 SP1, patched to latest levels
- 1024 x 768 minimum screen resolution

### Reporting and web access add-on modules

- Add-on Reporting module available from the Interactive Intelligence PSO group
  - Easily create reports based on script fields
  - Send reports from script or schedule for pre-defined times
  - Multiple report formats (RTF, CSV, XLS, PDF, HTML)
- Add secure web browser capability to access script data and statistics
- Develop Bespoke Reports using web-based ASP

## 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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