

# Customer Interaction Center<sup>®</sup> for Enterprise IP Telephony

## Application-rich IP PBX communications. From an intelligent **all-in-one** platform

**Customer Interaction Center** (CIC) provides IP telephony functionality for organizations from 1,500 to 15,000 users, including remote employees and the mobile workforce.

To unify your enterprise, CIC is a complete IP PBX application suite for IP-based business communications that bring voice, data and people together on a single pre-integrated software platform — unlike traditional PBX phone systems that provide dial tone but no ability to manage information or support Internet Protocol technologies such as VoIP.

### Advanced functionality

As a communications solution for business, CIC simply offers more, for more users. Screen recording, IVR, workforce management, multi-site routing, and a built-in graphical application generator to create and deploy enhanced interaction applications whenever your enterprise needs them.

**Reduce costs** by replacing expensive legacy multi-point hardware systems with the CIC suite

**Simplify deployment** with auto-provisioning for phones, automated e-mail routing options, and a Report Assistant to simplify reporting

**Centralize administration** with a single intuitive interface to configure and maintain the CIC system

**Improve productivity** and collaboration with desktop call controls, unified messaging, mobile access, real-time presence management, more

**Empower your mobile workforce** with one number Find-me/Follow-me, anywhere access to voice, fax, and e-mail data, and with voice access to e-mails, Microsoft<sup>®</sup> Outlook<sup>®</sup> calendars and personal contacts

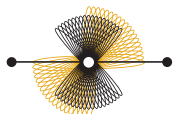
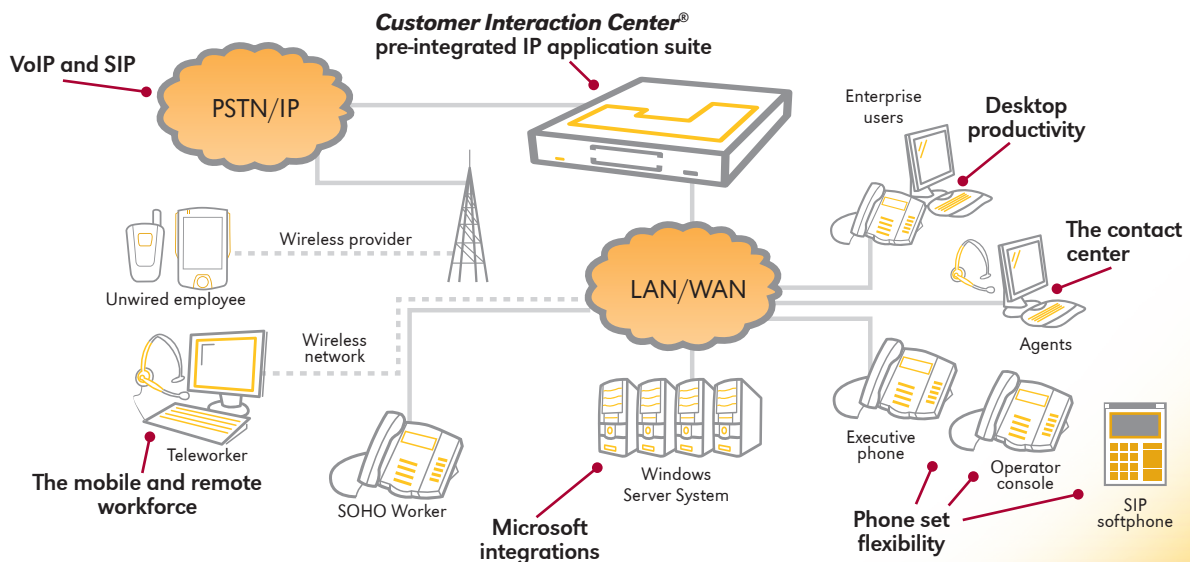
**Enhance customer service** by offering the multimedia contact options your customers want, and with multimedia ACD and auto attendant

**Easily move to VoIP** with CIC's single SIP-architected platform, gateways, and media server packaged with a SIP proxy

**Increase security** by supporting Secure Real-time Transport Protocol (SRTP) and Transport Layer Security (TLS) to encrypt audio and call control info.

**Enjoy broader integration** to third-party networking equipment, end-user devices, and Microsoft applications via pre-integrated plug-ins

Leverage CIC's unique open platform to adapt to virtually any IT infrastructure, including SIP-supported networks and multi-site configurations.



## Better business communications

The feature set in *Customer Interaction Center* is built on Interactive Intelligence's core Interaction Center Platform® — a single, multi-channel event-processing software platform built from the ground up to do everything a business communications solution should do.

### Scalability

1,500-15,000 business users • 50-5,000 ACD agents

### Business user features

#### IP PBX call processing

Configurable dial plan and Direct Inward Dial (DID) number routing

#### Full-featured operator console

Rapid transfers, speed dial pages, quick keys, directory tool bar, more

#### Complete desktop phone features

Hold, transfer, park, page, Caller ID, call and message waiting, etc.

#### Enhanced desktop Client features

- SIP softphone
- Real-time presence management
- On-demand call recording and monitoring
- Multi-party conferencing up to 96 parties
- Corporate and workgroup directories and speed dials

#### Embedded call controls for the Microsoft environment

Toolbar plug-ins for Outlook, Dynamics™ GP and CRM, and the Windows® desktop

- Screen pop for Outlook Contact and Journal entries, Dynamics GP and CRM
- IVR-based data access for Dynamics GP and CRM
- Remote call control integration for Live Communications Server and Office Communications Server

#### Messaging

- Voice mail only, or full unified messaging
- Add desktop faxing via Fax Server licensing

#### Multi-lingual support

English, Spanish, French, German, Japanese and other languages

#### Reporting

More than 100 standard reports, including call detail reporting, end-to-end reporting, and ad-hoc custom reporting

### Contact center features

#### Automatic call distributor (ACD)

Multimedia queuing, e-mail routing

#### Web services • Internet chat server

Web chat, including chat mail, chat recording, chat transfer

#### Quality monitoring

Real-time system/agent/workgroup supervisory monitoring & alerts

#### Easy integration to CRM and business applications

Screen pops, database lookups, embedded call controls

#### Knowledge management and auto response

Manage knowledge bases, e-mail and Web auto responses

### For remote workers and mobile users

#### Mobile Client, corporate extension/ virtual office

- Mobile Client for Windows Mobile 5.0 & 6.0 devices
- Use your laptop or desktop PC as a softphone with QoS, SRTP

#### One number Follow-Me and Find-Me

Single phone number to locate a user anywhere

#### Interaction Mobile Office™

Speech-enabled access to voice mails, e-mails, faxes, Outlook Calendar schedules, corporate directories and presence management

### For system administrators and IT professionals

#### Enhanced security

Standards-based secure communications

- Encrypt all data traffic using CIC's symmetric Advanced Encryption Standard (AES) encryption process
- Standards-based encryption using Transport Layer Security (TLS) and Secure Real-time Protocol (SRTP) from endpoint to edge

#### Completely redundant architecture

99.999% uptime for your entire enterprise communications platform

#### Interaction Update auto-updater

Universally update the CIC server, administrative applications and client functions for all users, including making updates remotely

#### Auto provisioning for Polycom® phones

Authenticate and configure phone sets in a few simple steps, launch new firmware updates, and reduce configuration times and errors

#### Interaction Recorder®

Quality assessment, innovative scoring features, recording encryption and out-of-the-box reports in one environment for recording and archiving calls as well as e-mails, faxes and chats

#### Interaction Administrator®

Single administrative interface to configure local and remote users, lines, stations, IP networks, SIP device and digital phone connections, security access, make moves/ adds/ changes (MACs), etc.

#### Interaction Attendant® automated attendant

Configure call routing to users, workgroups and enhanced applications

- Create and update on-hold messages, greetings, menus, etc.
- DID/ DNIS call routing to specific menus or queues
- Caller prompting for a caller's PIN, account number, etc.

#### Interaction Center Extension Library (Icelib)

API to create custom applications; provides telephony integration between an application and the CIC system for screen pop and/or embedded call controls

### Advanced applications

#### Screen recording

Ensure that employees are performing as required

#### IVR • self-service automation

With optional intelligent speech recognition

#### Workforce management

Available *Interaction Optimizer™* module for forecasting, scheduling and real-time adherence

#### Intelligent multi-site routing

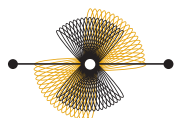
Available *Interaction Director®* module to balance interaction loads, optimize resources and exceed service levels

#### Graphical application generator

Built-in *Interaction Designer®* tools to create and deploy enhanced interaction applications

#### Third-party PBX integrations

Integrate to existing PBX equipment to protect investments



INTERACTIVE INTELLIGENCE® | Deliberately Innovative

Interactive Intelligence® provides the most innovative products and services available today for the contact center, enterprise IP telephony, and enterprise messaging.

Solutions that are modular in nature, built with proven, award-winning products that push the edge of technology to deliver a truly best-of-class offering.

At Interactive Intelligence, it's what we do.

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