

Contact Center Automation

- Multimedia Recording, Screen Recording & Scoring
- IP Telephony
- Unified Communications
- Self Service Automation
- IVR
- Web Self Service

Enterprise IP Telephony**Enterprise Messaging****Self-service Automation**

Challenge

Replace existing propriety, hardware-based communications systems with a premise-based solution across multiple sites that offers greater control over application development, fast customization and an easy to manage, scalable architecture.

Solution

Customer Interaction Centre (CIC)[®] – an all-in-one, standards-based contact centre automation software suite.

Interactive Recorder[®] – a multimedia recorder, logger and quality monitoring add-on module to CIC.

Benefits

- Increased functionality by approximately 20 percent.
- Reduced costs by 10 percent.
- Reduced number of servers from twelve to four (two in Wellington and two in Auckland, with one server being used as the primary server and the other server being used for Disaster Recovery in each location).
- Improved customer service through new customization options.
- Increased operational efficiencies through centralized administration.
- Increased uptime by hot swap over solution.

Datacom Services improves customer service and reduces costs with Interactive Intelligence software

About Datacom

Datacom is New Zealand's largest information and communications services firm. High-profile multinational companies and government departments rely on Datacom for the installation, maintenance and management of outsourced systems including technologies that support the call centre. Datacom was founded in 1965 and is headquartered in Wellington, New Zealand. The company employs more than 2,400 staff and reported revenues of \$390 million in 2006. For more information about Datacom call 09 303 1489 or visit www.datacom.co.nz.

The Challenge

Since 1999 Datacom had been using separate voice and data networks for its enterprise communications and inbound call centres in Auckland and Wellington. These systems, ranging from PBXs and voice mail systems to call recorders and interactive voice response systems, were hardware-centric and based on propriety architectures.

"Our existing systems were highly inflexible due to their architectures," said Greg Magness, managing director for Datacom Services. "Each piece of equipment had its own administration, customisation, reporting, and user interfaces. This made system management time-consuming and response to changing business requirements slow."

Fast forward to 2007 when these systems were coming to the end of their support period and Datacom Services began a review of its computer telephony integration systems.

"As a customer service orientated organisation we needed a unified system to manage all of our client interactions and enable us too reliably and rapidly develop applications for a diverse set of client needs," Magness said. "It had to run on our existing Cisco network backbone in multiple buildings and in different locations. Importantly, it had to run on as few Windows Servers as possible."

The Solution

Datacom chose an IP-based contact centre automation software suite from Interactive Intelligence called Customer Interaction Centre[®] (CIC), which gave them the functionality required including a built-in customisation tool, all running on a single, standards-based platform.

"We were initially impressed with CIC because of its unique, 'all-in-one' architecture that uses a centralised engine to process voice, fax, E-mail and Web interactions," Magness said. "Unlike computer telephony integration platforms and so-called 'unified' solutions composed of a bunch of acquired products, CIC gave us an organically-grown single-



platform, single-vendor software solution with built-in switching, IVR, automatic call distribution, dialing, recording, reporting, and more.”

Today, CIC, which uses the open session initiation protocol standard for voice over IP, supports a total of 160 agents at the Datacom in-bound call centres in Auckland and Wellington.

Datacom selected the all-software version of CIC, which uses Intel’s host media processing software. It also installed back-up servers for maximum reliability and cost-effective switchover.

Datacom is currently using CIC for voice mail, IVR, auto-attendant, ACD, unified messaging, screen pop, reporting, recording, faxing, Web chat and Web callback. It also integrated CIC to its service desk applications and an in-house CRM application.

Datacom plans to eventually role out CIC to many of its business units.

“We were initially impressed with CIC because of its unique, ‘all-in-one’ architecture that uses a centralised engine to process voice, fax, E-mail and Web interactions,”

- Greg Magness

Currently each Datacom site has installed a CIC server with switchover.

CIC is licensed for 160 agents at each site and 30 business users although

the system will eventually role out to all 2,000 business users.

Datacom has also integrated Interactive Intelligence’ solution with CA’s service desk applications and an in-house CRM application.

The company now uses multimedia queuing, um, IVR/auto attendant, screen pop, reporting, recording, screen recording and fax, all within one single platform.

The Benefits

Datacom credits CIC with providing better customer experience.

The experience is a direct result of choosing an ‘all-in-one’ software solution over a ‘multi-point’ legacy hardware solution, according to Magness.

“CIC’s single-platform architecture enabled us to reduce our number of servers from 12 to four,” Magness said. “The costs associated with integrating and maintaining these servers were substantial. We will additionally save on pricey vendor maintenance services, since CIC enables us to perform moves, adds, and changes in-house.”

Despite fewer servers, CIC has given Datacom more applications, according to Magness. “With CIC we now have 40 to 50 percent more applications than our previous system,” Magness said. “This

combined with our ability to customise applications, plus CIC’s Web-based reporting tools, have given us significant competitive differentiation.”

Overall, CIC has exceeded Datacom original requirements. “CIC gives us virtually unlimited development potential, which protects our investment, and in turn, our customers’,” Magness concluded.



INTERACTIVE INTELLIGENCE

Interactive Intelligence Inc. (Nasdaq: ININ) is a global provider of business communications software and services for contact center automation and enterprise IP telephony. The company has developed a unified communications software suite that’s scalable and standards-based, offering single-platform architecture to eliminate the cost and complexity introduced by individual point products. Founded in 1994 and backed by more than 3,500 customers worldwide, Interactive Intelligence is not just an innovator, but an experienced leader offering proven solutions designed for maximum customer value and long-term investment protection.

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DATACOM

Datacom Group is New Zealand’s largest locally owned IT services company. More than 2,000 blue-chip customers including Microsoft, IBM, Hewlett Packard, General Electric, Manpower, Medibank Private and Norfolk Group trust Datacom. Founded in Christchurch New Zealand in 1965, Datacom has a successful 40 year trading history, is consistently growing and profitable and has a track record of delivering innovative, value-for-money technology solutions.

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