

INTERACTIVE INTELLIGENCE



Network-based Call Routing Helps Information Services Business Improve Customer Satisfaction and Increase Agent Productivity

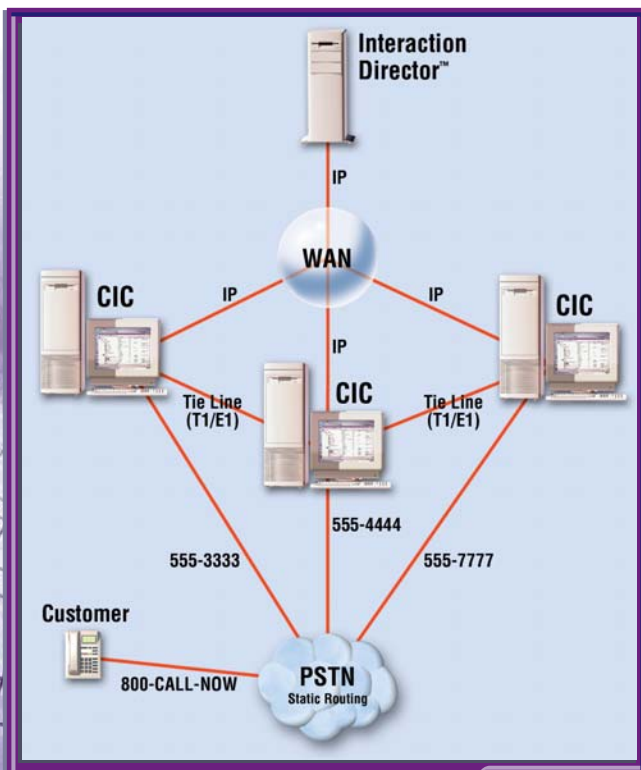
“When you serve brand-name companies like the Yellow Pages, you’ve got to be responsive to customers. We knew we needed new communications technology to help us maintain high levels of customer service as the business grew, but we didn’t have unlimited money. Interactive Intelligence’s *Interaction Director™* product gave us an incredibly flexible and cost-effective network-based call routing solution that’s helped us to more efficiently process calls. Its unique development environment enables us to add applications as we’re ready, and because it’s an add-on product to the company’s interaction management software, we also get advanced contact center applications—without costly and complex integration. Director’s helped us improve customer service and increase agent productivity, which has kept us ahead of the competition.”

—Greg Embleton, CIO, Sensis Pty Ltd
September 26, 2002



www.sensis.com.au

CASE STUDY



Interaction Director monitors various call parameters in real-time and intelligently routes calls between multiple locations so that customer service levels/goals can be achieved

ABOUT SENSIS PTY LTD

Sensis Pty Ltd is an information, advertising and directories business offering print, voice and online products and services to some of Australia’s most well known brands, including Yellow Pages, White Pages, GOeureka, Whereis and CitySearch. For advertisers, the company offers end-to-end service provision dedicated to delivering tailored, online solutions. Sensis was founded in 1991 and employs more than 2,000 people. The company is headquartered in Collingwood, Vic, Australia.

THE BUSINESS NEED

By mid-2000, Sensis decided to consolidate its national operations to increase response time to customers and provide them with a unified corporate front. At the time, the company operated more than 20 small customer service and sales sites throughout Australia. Its goal was to consolidate these into two national call centers located in Melbourne and Sydney.

As part of its consolidation plan, Sensis began searching for a new communications solution that would replace its existing Telstra public network switch. The company wanted a product that could invisibly route calls between its two new sites, and enable fast and accurate customer identification and fulfillment.

“In addition to more efficiently routing calls across sites,” says Sensis IT call center communications manager, Matt Carmichael, “we also wanted to add applications such as predictive dialing, interactive voice response and call logging to further improve our customer service.”

THE SOLUTION

After an extensive review period, Sensis chose a network-based pre- and post-call routing product from Interactive Intelligence called *Interaction Director™*.

As an add-on product to Interactive Intelligence's interaction management software, *Customer Interaction Center™* (CIC), the total solution also provided Sensis with advanced contact center applications.

"We liked the fact that Director offered virtually unlimited customization options and could also scale to meet our business needs," says Carmichael. "Combined with CIC and the other Interactive Intelligence add-on products, we had everything we needed to cost-effectively run our two call centers as one."

From scoping to deployment, the first installation in Melbourne took about four months. The call center was up and running on December 15, 2000. The second site in Sydney went live in June 2001. Total training time was a half-day per user.

Today, each call center has two servers with switchover capability for enhanced reliability. Director is used for post-call routing and an additional server located in Melbourne has been configured to monitor call queues at both sites. Director supports a total of 400 outbound and 500 inbound users processing approximately 5,000 calls daily.

Sensis has customized Director so that it terminates at a local site—the site closest to the originating point of the call—but then transfers the call based on availability of agents. For instance, if a call terminates in Melbourne, it remains in the local queue waiting to be answered. The Director server monitoring this queue can then transfer the call if an agent becomes available in Sydney and there are no calls waiting. If neither call center has free agents or both have calls in their local queues, then the call remains at the local site until it's answered.

In addition to customizing Director, Sensis has also integrated CIC with its workforce management application from IEX called TotalView. The company is in the process of deploying wallboards and is investigating the use of ASP to present data to a TV screen instead of a wallboard. Screen pops based on ANI and DNIS are used in both call centers and Sensis has begun integration to customer relationship management software from Siebel.

THE BENEFITS

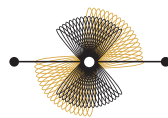
The primary benefit of Director has been the increased speed with which agents can answer calls. This has also increased customer satisfaction as it has eliminated the need for multiple transfers, and the need for customers to hang up and call another number. In addition, by automating call routing, Sensis is better able to take advantage of available labor pools.

"About 30 percent of our total call volume is processed by Director," says Ellie Sweeney, national call center manager for Sensis. "Of this 30 percent, just under half get transferred between sites by Director. This means that we're handling about 20 percent of our total call volume more efficiently. That's significantly helped us to improve agent productivity and enhance the customer experience."

Carmichael says that another benefit of Director is its fault-tolerance: "With Director, we could have one of our call centers go offline due to an electrical or network outage, and our other call center would automatically receive the remaining interactions without causing catastrophic failure. An added benefit is that we have virtually unlimited scalability without the usual physical or technological constraints of massive call center implementations."

ABOUT INTERACTIVE INTELLIGENCE INC.

Interactive Intelligence Inc. (Nasdaq: ININ) is a global developer of multi-channel customer interaction management software designed to give contact centers, enterprises and service providers a flexible and affordable alternative to traditional telecommunications and computer telephony integration solutions. The company was founded in 1994 and has a worldwide customer base of more than 900 companies. Interactive Intelligence has won numerous awards, including Frost & Sullivan's 2001 Entrepreneurial Company of the Year and Software Magazine's 2002 Top 500 Global Software and Services Companies. Company headquarters are located in the U.S., with more than 20 offices throughout the Americas, Europe and Asia.



INTERACTIVE INTELLIGENCE®

WORLD HEADQUARTERS

8909 Purdue Road, Suite 300
Indianapolis, IN 46268 USA
317.872.3000 voice and fax

EUROPE

5, rue des Allumettes, Les Bureaux de l'Arche
13090 Aix-en-Provence, France
+33 442.910.910 voice and fax

ASIA PACIFIC

Suite 24.3, Level 24 Menara IMC
8 Jalan Sultan Ismail, 50250 Kuala Lumpur, Malaysia
+603.2715 3333 voice; +603.2715 3343 fax

www.ININ.com