

# Interaction Director®

## Intelligent multimedia routing across distributed sites

**Interaction Director** is a pre-integrated application for the *Customer Interaction Center*® (CIC) IP contact center platform that allows multi-site contact centers to become a single virtual operation.

In one seamless solution, Interaction Director communicates in real-time to all registered CIC servers, gathers data relevant to queues, users, workgroups, skills, etc., and stores it for quick access to make routing decisions automatically. Because for a distributed contact center, the idea is to handle a customer's interaction promptly and skillfully, no matter where a first available agent is working.

### Make wait times a thing of the past

The first step toward meeting a customer's expectations is presenting your multi-site business as a single entity. The second step is to make extended wait times a thing of the past. Interaction Director does everything you need to achieve both objectives.

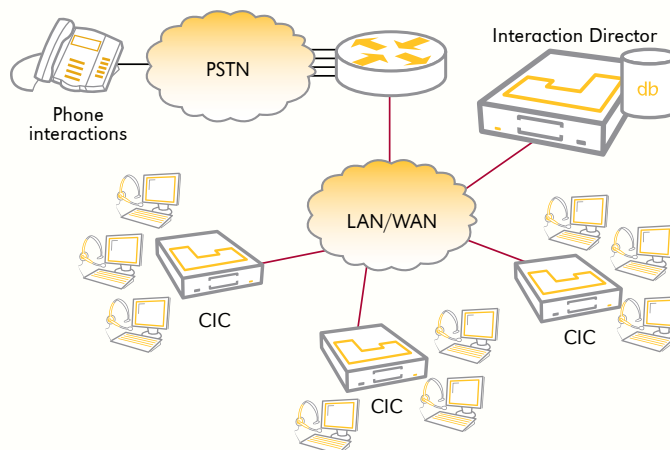
**Route multimedia interactions consistently.** Because CIC processes calls, e-mails and faxes alike, Interaction Director routes each media type just as consistently to any site.

**Avoid overloads to meet service level goals.** Avoid overloads at any one site and route an interaction to the first available agent to handle it promptly and skillfully, regardless of location. Idle agents are no longer a problem, either.

**Increase customer satisfaction by smoothing bumps and spikes.** Handle bumps in inbound volume that commonly occur at the beginning of a week — along with spikes such as bad weather — by spreading volume across all centers.

**Route other types of work.** Leverage CIC's multimedia ACD to route CRM trouble tickets, order system verifications and other generic media via Interaction Director, which balances follow-on tasks as well as interaction volumes.

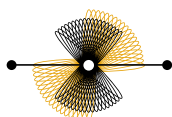
**Reduce agent costs and turnover.** With no effective way to distribute overloads across sites, multi-site centers absorb heavier costs by staffing each site to handle peak volumes. They also experience lower agent effectiveness, higher turnover, and the exorbitant costs of training new agents. So why not just level the interaction loads for all agents and increase retention instead?



### Pre-call routing with Interaction Director

Shown here, a SIP w/gateway configuration for multiple CIC sites.

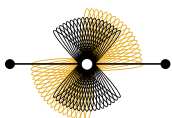
<b>Intelligent load balancing</b>	<ul style="list-style-type: none"> <li>Scale your organization to greater size</li> <li>Configure workgroups for overflows based on interaction load</li> <li>Create enterprise groups to span sites</li> <li>Configure routing rules to define overflow handling, best site/ agent routing, etc.</li> </ul>
<b>Flexible multimedia routing</b>	<ul style="list-style-type: none"> <li>Route e-mails and faxes as well as phone calls</li> <li>Route generic media such as trouble tickets, order system verifications, etc.</li> <li>Route calls according to agent skills</li> <li>Incorporate same rules for pre-call and post-call routing</li> </ul>
<b>Pre-integrate to CIC</b>	<ul style="list-style-type: none"> <li>Deploy directly into a new or existing CIC contact center environment</li> <li>Share CIC's configuration and customization environment to minimize administration and IT costs</li> <li>Leverage CIC's standards-based architecture (SIP, etc) for multi-site routing configurations</li> </ul>
<b>Central administration</b>	<ul style="list-style-type: none"> <li>Reduce administration time and complexity</li> <li>Single-vendor software solution to reduce costs</li> </ul>
<b>Real-time supervisor views</b>	<ul style="list-style-type: none"> <li>Workgroup Summary</li> <li>Agent Detail View</li> <li>Interaction Summary</li> <li>Interaction Detail View</li> <li>Route Detail View</li> </ul>



## Back-end system features

Interaction Director and *Customer Interaction Center (CIC)* come down to a pre-integrated software architecture for multimedia routing to distributed contact centers. By doing so, the Interaction Director/CIC solution simplifies implementation and administration, yet also adds open standards flexibility and disaster recovery dependability to the multi-site routing process.

<p><b>Common architecture</b></p> <ul style="list-style-type: none"> <li>• Shared CIC architecture</li> <li>• Lower deployment, operation and maintenance costs – add only a single server</li> <li>• Intelligent disaster recovery             <ul style="list-style-type: none"> <li>• Route interactions to alternate site when necessary</li> <li>• SIP-based remote access for agents, supervisors</li> </ul> </li> </ul>	
<p><b>Pre-integrated with CIC</b></p> <ul style="list-style-type: none"> <li>• Leverage CIC's ACD and multimedia queuing for multi-site routing</li> <li>• Communicate in real-time to all registered CIC servers</li> <li>• Gather data for all queues, users, workgroups, skills; store data for quick access for routing decisions</li> </ul>	
<p><b>Pre- and post call routing</b></p> <ul style="list-style-type: none"> <li>• Pre- and post-call uses SIP protocol, allowing for third-party SIP-based integration</li> <li>• Post-call             <ul style="list-style-type: none"> <li>• IVR to agent</li> <li>• Multimedia: calls, e-mails, faxes</li> </ul> </li> </ul>	
<p><b>Disaster recovery</b></p> <ul style="list-style-type: none"> <li>• Connection awareness for disaster recovery options</li> <li>• Instant routing to alternate locations</li> </ul>	
<p><b>Post-call routing, SIP w/Gateway</b></p> <p>To route calls, e-mails, faxes and generic media such as trouble tickets and order system verification, <i>Interaction Director</i> supports intelligent load balancing with a straightforward routing configuration to CIC-based workgroups at distributed sites. Multi-site organizations can also create enterprise groups spanning sites.</p> <p>In the event of a disaster at any CIC site, Interaction Director instantly routes interactions to alternate locations.</p>	



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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.

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