



Interactive Intelligence Inc.®
Deliberately Innovative



FOR CUSTOMER SERVICE-ORIENTED ORGANIZATIONS THAT ARE FRUSTRATED WITH THEIR CURRENT CONTACT CENTER PLATFORMS, CUSTOMER INTERACTION CENTER® (CIC) IS THE BUNDLED SYSTEM THAT PROVIDES A COMPLETE, UNIFIED SOLUTION TO MANAGE ALL OF YOUR CUSTOMER INTERACTIONS. UNLIKE THE PROPRIETARY, MULTI-BOX APPROACH FROM OTHER VENDORS... CIC IS THE OPEN SYSTEMS SOLUTION THAT MAXIMIZES CONTACT CENTER PERFORMANCE WITH THE LOWEST TOTAL COST OF OWNERSHIP.

CASE STUDY

Credit Union Deploys VoIP-Based Contact Center Automation Software for Faster Branch Roll-Out & Simplified Management



About Campus USA Credit Union

Campus USA Credit Union was chartered in 1935 to serve employees of the University of Florida and Shands Teaching Hospital. Since its original charter, the credit union has expanded its member base to serve individuals from Alachua County, Florida and surrounding counties, with global reach resulting from members who maintain their relationship with Campus USA Credit Union after they move from the area. The credit union has more than 70,000 members worldwide and holds assets of approximately \$650,000,000. Campus USA Credit Union's staff of nearly 200 strive to offer the best services and rates for all types of loans, savings and CDs. The credit union's corporate headquarters are located in Gainesville, Florida, with nine retail locations throughout north central Florida.

www.campuscu.com

Technology Snapshot

Interactive Intelligence Products & Services: Customer Interaction Center® (CIC) 2.2; Hosted Disaster Recovery Services

Platform: Cisco CallManager/TAPI

Systems Replaced: Avaya Definity G3

CIC Servers: One CIC server/One CIC switchover server

CIC Users: Approximately 20 contact center agents; 100 business users

Number of Sites: Headquarters; Eight branch offices

Messaging: Microsoft Exchange 2003

Other: Screen pop integration to member database; Customized message line for employee access in the event of a disaster

The Problem

Campus USA Credit Union had been using an Avaya Definity G3 for TDM-based switching at its inbound/outbound contact center in Florida, but nearing the end of its contract, the credit union decided to explore new communications systems that would enable it to roll out branch offices more quickly, and give it the flexibility to bring maintenance and customization functions in-house.

"The contract on our Definity G3 was about to expire, so we thought it was a good time to look at other products based on open, software architecture that would enable us to adapt more quickly and cost-effectively to both internal growth and end-user requirements," says senior network administrator for the credit union, Mitch Wright. "The emerging communications technology at the time was voice over IP, and we believed a VoIP-based system would best meet our requirements by eliminating the need to install things like voice cards and wiring, thus allowing us to get new users up and running instantly."

The Solution

Campus USA Credit Union reviewed VoIP systems from traditional telecom vendors, but ultimately chose *Customer Interaction Center*® (CIC) – a standards-based bundled communications application software suite from Interactive Intelligence.

"We selected CIC because it was the most mature product on the market at that time, offering very feature-rich applications such as multimedia queuing," says Wright. "In addition, we believed CIC's open architecture would enable us to adapt to changing technologies and best position us for future growth."

"One of the great things about CIC is that it can grow with us incrementally – no major forklift upgrades or complex integration."

The deployment included an extensive infrastructure audit to ensure the credit union's data network could handle the additional voice traffic. In addition to deploying the CIC server, the credit union deployed a back-up CIC switch for failover. To better handle outages caused by the area's frequent hurricanes and other natural disasters, Campus USA Credit Union engaged Interactive Intelligence for hosted disaster recovery services.

Today, the credit union uses CIC to support approximately 100 branch office member service representatives and 20 contact center agents processing, on average, more than 165,000 interactions annually. Applications in use include CIC's multimedia queuing for call and e-mail distribution, unified messaging, and screen-pop, which enables members to input their social security or account number so agents receive member history and transaction information simultaneous with a call. The credit union has also customized an application that gives employees a pre-recorded message line to access during times of potential disasters.

Campus USA Credit Union has purchased an add-on product to CIC, called *Interaction Recorder*®, which will enable the credit union to score, archive and report on call recordings. Also planned for deployment is an e-mail response management and Web self-service product from Interactive Intelligence, called *e-FAQ*®.

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“We largely credit CIC’s powerful routing functionality for maintaining average speed-to-answer rates of less than 25 seconds per call, and average abandonment rates of 2.1 percent”

“One of the great things about CIC is that it can grow with us incrementally – no major forklift upgrades or complex integration,” says Wright. “In addition to the add-on products, for instance, we also plan to add Web chat, which amounts to a license purchase to simply ‘turn it on.’ Similarly, CIC’s built-in customization tool enables us to add unique applications, such as a post-call member survey we’re developing to help enhance customer service.”

Campus USA Credit Union has enlisted the assistance of Chicago-based computer telephony integrator, Adapt (www.teamadapt.com), to help it plan and develop additional custom applications for maximum system benefits.

The Benefits

Since deploying CIC, Campus USA Credit Union has reported numerous benefits, including benefits related to VoIP.

“I think one of the primary benefits we’ve realized is cost-savings related to day-to-day ‘moves, adds, and changes,’” says Wright. “These are much easier to accomplish due to the IP nature of our CIC implementation. For instance, it now takes us half the time to move a workstation than before – no cross-connect or wiring issues. As a result, we’ve been able to add 50 to 100 users since deploying CIC without adding IT staff.”

Wright also says that the credit union can now more quickly adapt the system to its needs and to changes in technology. “An example of this will be realized as we convert to the session initiation protocol (SIP) for VoIP,” he says.

Other benefits relate to service levels in the contact center, according to Jennifer Willis, Campus USA Credit Union’s contact center branch manager.

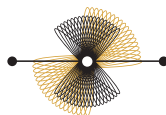
“We largely credit CIC’s powerful routing functionality for maintaining average speed-to-answer rates of less

than 25 seconds per call, and average abandonment rates of 2.1 percent,” says Willis. “And these benefits extend beyond calls to e-mail with CIC’s multimedia queuing ability. E-mail used to come to a single general in-box, which made it challenging to quickly respond to and track e-mail interactions. CIC now routes e-mails to queues that are staffed by a couple of select agents each day. As a result, our average e-mail response time is now under five minutes.”

Willis adds that CIC’s Client interface, which gives agents – including remote users – real-time access to the status of other agents, as well as access to queue statistics, enables them to better track their progress toward goals and service levels. She also reports that CIC’s on-demand recording and easy access to built-in reports have helped to improve quality assurance.

“For users of CIC’s unified messaging,” says Willis, “the system has increased productivity by giving them instant access to phone messages within Microsoft Outlook, and from the ability to send and receive faxes directly from their computers. As a result, users have taken much more ownership of interactions – and they love the convenience factor!”

A final benefit, cites Wright, is Interactive Intelligence’s responsive to the credit union’s needs. “One advantage of using a relatively small vendor is accessibility,” says Wright. “Interactive Intelligence has proven that it’s receptive to our needs by creating things like a Credit Union User Group to better understand the requirements and priorities of our industry. Working hand-in-hand like that makes an already great offering unbeatable.”



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Interactive Intelligence Inc. (Nasdaq: ININ) offers business communications innovation, experience and value with software solutions for enterprise IP telephony, contact center automation, customer self-service, and unified communications and messaging. The company was founded in 1994 and has more than 1,500 customers worldwide. Recent awards include Software Magazine’s 2004 Top 500 Global Software and Services Companies, the 2004 Network World 200, and Frost & Sullivan’s 2004 Product Innovation Award. Interactive Intelligence employs approximately 350 people, located in 12 offices throughout North America, Europe and Asia Pacific.

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