



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

Communications Application Software Suite Meets Diverse Needs of Large, Distributed Enterprise



About Ceridian

Ceridian Corp. (NYSE: CEN) is one of the nation's largest information services companies serving the human resource and transportation markets. The company provides a single source for all employer and employee needs through its product suite of innovative payroll services, HR management, workplace effectiveness services, benefits administration, retirement services, time and labor management, tax filing and compliance services. Ceridian employs approximately 9,500 people worldwide. The company emerged in 1992 as an information services company from the restructuring of its predecessor company, Control Data Corp., which was founded in 1957. Ceridian is headquartered in Minneapolis, Minnesota.

www.ceridian.com

Technology Snapshot

Interactive Intelligence Products: Customer Interaction Center® (CIC) 2.2; Interaction Recorder® 2.2; Interaction Supervisor®; Interaction Marquee™; Interaction Center Application Connector for Siebel™

Platform: Aculab

IP Boards: U.S. - AudioCodes (in testing with a SIP tie line between two sites); U.K. - One site with Aculab / Audiocodes (SIP to desktop)

Systems Replaced: Avaya Definity; Mitel; Nortel

CIC Servers: More than 50 - Alliance Q9's at its large contact centers in St Pete, Fountain Valley, St. Louis, Salt Lake City, Pinebrook, Robbinsville, Atlanta; Smaller Alliance servers (non-failover) at business user / sales offices.

CIC Users: Approximately 5,400

Sites: U.S. - 40 sites; U.K. - one

Messaging: Microsoft Exchange

Phones: U.S. - Analog; U.K. - Polycom and USB headsets

Other: IBM Tivoli, Blue Pumpkin, and Siebel integrations

The Problem

Ceridian started looking for a new communications system in 1997 after it had acquired several new companies. These acquisitions enabled Ceridian to offer new products to its customers, but it also added volume and complexity to its main contact center offices located in St. Louis and Atlanta. Ceridian's first-level support office in St. Louis was using an Avaya Definity G3 system, with additional offices supported by various other products, including those by Mitel and Nortel.

"With the addition of new users and new locations, our Avaya system proved increasingly difficult to administer and maintain," says Ceridian's manager of voice communications services, Jim Mitchell. "We clearly needed a new solution that would be much simpler to manage, and one that would provide us with the flexibility we required in order to efficiently support our rapidly growing customer base."

The Solution

Ceridian reviewed nearly half a dozen communications products, all of which required extensive integration. During its search, the company heard of an open, software-based solution from Interactive Intelligence. Ceridian liked that Interactive Intelligence offered single-vendor/multi-application software that included an extensive feature-set without the complexity of computer telephony integration (CTI) solutions.

"We selected Interactive Intelligence's Customer Interaction Center® (CIC) software because it offered us both productivity-enhancing business user applications, as well as advanced contact center features, all running on a single communications platform," says Mitchell. "It also came with an easy-to-use graphical application generator tool that we could use to perform virtually all customizations in-house."

Ceridian's St. Louis contact center went live with CIC in September 1998. CIC's built-in PBX replaced the Definity system and added interactive voice response (IVR), screen-pop, automatic call distribution (ACD), unified messaging and call recording.

Following St. Louis, Ceridian installed CIC at its Atlanta office, and then at six other offices across the country, including two California offices where CIC completely replaced the company's legacy systems. Since the initial phase of installation, Ceridian has deployed Interactive Intelligence's multimedia recording and scoring product, Interaction Recorder®. It also uses the company's real-time monitoring application, Interaction Supervisor®, and Interaction Marquee™, a statistics engine used to display information from CIC.

Ceridian's corporate standard for customer relationship management (CRM) is from Siebel, and it has deployed Interactive Intelligence's Siebel "connector" to provide a data screen-pop for customer service representatives.

The company also integrated the IBM Tivoli problem management application to CIC for screen-pop.

Contact center scheduling is accomplished at Ceridian using workforce optimization software from Blue Pumpkin, which is also integrated with CIC. The integration enables Ceridian to populate its scheduler with information from its contact center data feed.

Today, Ceridian uses CIC to support approximately 4,185 business users and 1,251 contact center users across 40 sites nationwide. During its roll-out, CIC replaced various products from Avaya, Mitel and Nortel.

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“CIC’s open, single-platform architecture... has enabled us to seamlessly support distributed users, while minimizing complexities associated with administration and management”

The Benefits

One of the primary benefits of CIC has been its ability to scale to meet the needs of Ceridian’s diverse user base. “Unlike proprietary, hardware-centric solutions, CIC’s unique architecture has enabled us to grow by simply purchasing new software licenses – no forklift upgrades, or multiple boxes requiring extensive integration to meet the needs of both our contact center and business users,” says Mitchell.

Mitchell also reports simplified installation, maintenance, and administration as a result of CIC’s tight integration to Ceridian’s Microsoft infrastructure, which includes Microsoft Exchange, Windows 2000, and Microsoft SQL Server.

Additional benefits have been realized as a result of integrating CIC to the company’s intelligent management and workforce optimization applications. “Our St. Louis office has reported reduction in call-times of approximately 40 seconds per call as a result of CIC’s integration with our IBM Tivoli problem management application for screen-pop,” says Mitchell. “In addition, following CIC’s integration to our workforce optimization application from Blue Pumpkin, we’ve seen benefits ranging from increased customer loyalty and improved employee satisfaction, to reduced operating costs.”

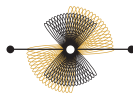
CIC’s customizable IVR has also contributed to increased customer loyalty, according to Mitchell. “CIC has helped us improve service through its ability to generate dynamic menus for customers,” he says. “Customers simply enter a PIN number, which triggers a CIC database look-up. The look-up then pops a customized menu for customers. There’s no way we would’ve been able to so quickly and cost-effectively create this type of tailored application using a traditional communications solution.”

In support of its customer service efforts, Ceridian also installed Interaction Recorder, which Mitchell says has led to significant improvements in quality assurance. “Prior to our use of Interaction Recorder, we had difficulty organizing call recordings for coaching purposes,” he explains. “Using Interaction Recorder, however, we can now easily monitor and locate calls based on time of day, agent, workgroup, customer, and a variety of other criteria, which has dramatically improved our quality assurance and mentoring programs.”

Another benefit to customers that has also led to increased productivity is Ceridian’s use of CIC’s fax services. “Prior to installing CIC, we had collected hundreds of frequently asked questions for internal use,” says Mitchell. “Using CIC, we were able to import these FAQs into a database, which enabled customers to query a faxable document library while on-hold without losing their place in the queue. This library is accessible 24x7 via CIC’s fax-on-demand feature. The added convenience of 24x7 service, combined with a significant offloading of our agents, has been another enormous benefit of CIC.”

CIC has even helped Ceridian increase employee retention. “We deployed CIC’s remote client to help keep valuable employees who, due to spouse relocation or other circumstances, would’ve been forced to quit,” explains Mitchell. “Using CIC, remote agents can now log onto the system and take calls routed through any location. Remote agents can also use CIC when working from home. The routing process—which includes universal queuing—is invisible to the customer and agents have access to the same customer information as agents working on-site. Supervisors can even view remote agent activity in real-time. CIC’s powerful remote agent support has helped us retain employees, while increasing our competitive advantage by being able to draw from a much broader labor pool.”

Despite the benefits Ceridian has realized from CIC’s many robust applications, Mitchell says that it’s the software’s unique ability to flexibly and cost-effectively scale that has most contributed to the company’s bottom-line. “Given our large, distributed environment, it would’ve been extremely expensive and time-intensive to try and cobble together a traditional communications solution that would meet our diverse requirements,” says Mitchell. “CIC’s open, single-platform architecture, however, has enabled us to seamlessly support distributed users, while minimizing complexities associated with administration and management. All of this has enabled us to grow more rapidly without sacrificing operational efficiencies – and that has had a major impact on our bottom line.”



INTERACTIVE INTELLIGENCE

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Interactive Intelligence Inc. (Nasdaq: ININ) is a global developer of business communications software for IP telephony, contact center automation, unified messaging, and customer self-service. The company was founded in 1994 and has 12 offices throughout North America, Europe and Asia, helping to serve more than 1,000 customers worldwide.

www.ININ.com