

 **Contact Centre of the Future** 

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callcentre 
helper *What will the Contact Centre of Year 2020 look like?*
Free Webinar: Thurs 26 June 2014 - 1.00pm



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Mike Murphy



- Multichannel contact center
- Criteria-based matching
- Social customer service
- Voice self-service
- Workforce optimization
- Automated outbound dialing
- CRM integrations
- Unified communications
- Mobility
- Content-rich directory

1. New, innovative ways of matching customers with agents



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Linear Routing Not Designed for a Personal Experience

The old way.

Traditional linear routing.

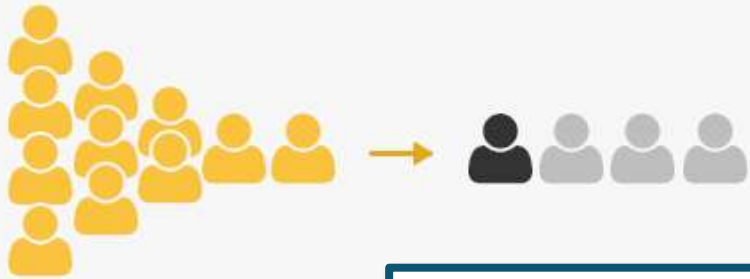


- Linear in nature
- Next customer/agent
- Use of overflow
- Reporting challenges
- Tricked out systems
- Ordinary experiences

From Next to Best

The old way.

Traditional linear routing.



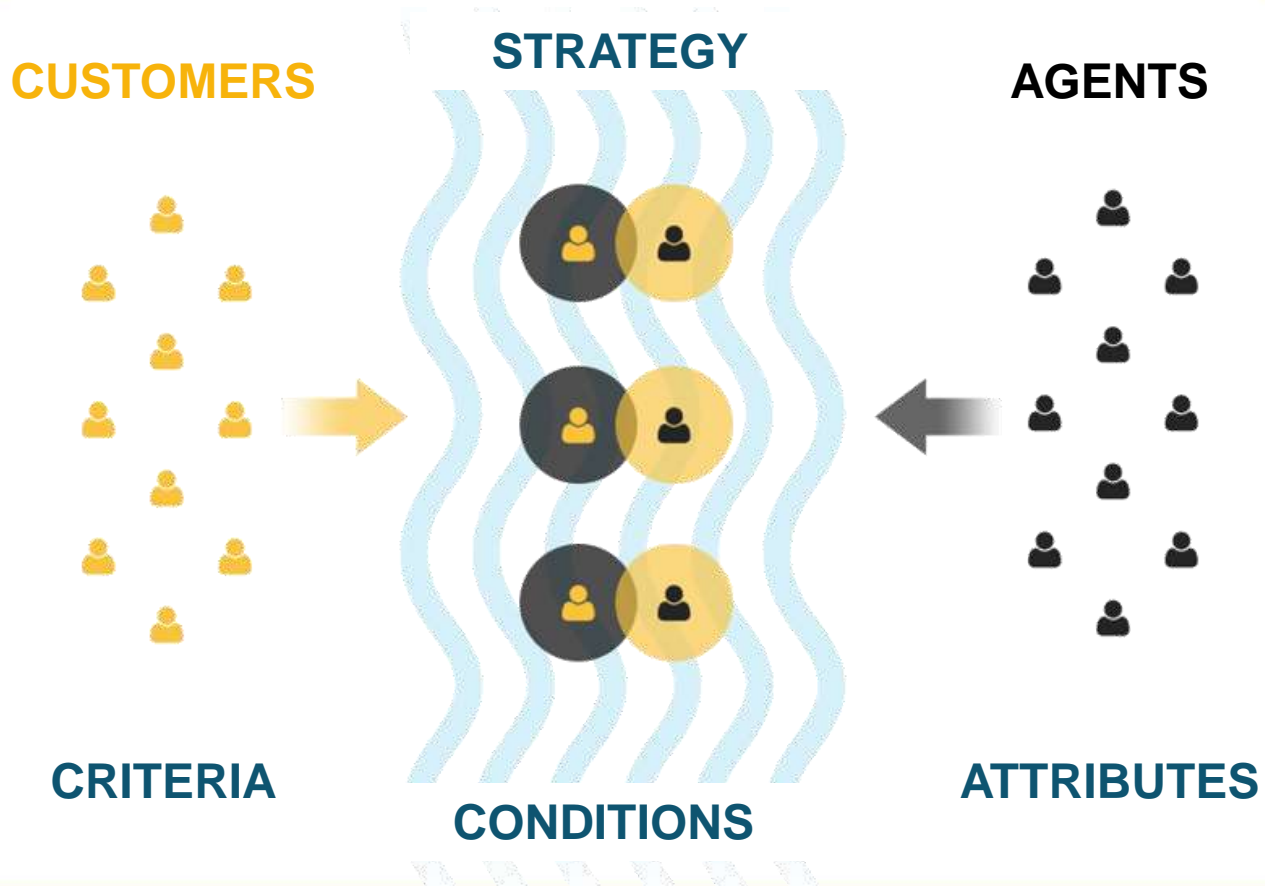
The new way.

Criteria and user driven matching.



The idea isn't just routing the next contact in queue or assigning the next agent. It's all about making the **best possible match.**

From Next to Best with PureMatch



From Next to Best with Social Customer Service



ACME Electronics Home Support Sign Off

Back ACME Electronics Home Support Sign Off

Rate Agent

Please help us improve our customer service by providing feedback on your customer service experience.

Rating:
★★★★★

Comments:
Raoul helped me with the pros and cons of the various underwater housings for my D800. His experience and expertise was invaluable!!!

Allow comments to be seen by people outside our company?

Submit

(2 years with company) 5 minutes (9 ratings)

New Ways of Matching Customers and Agents



An unprecedented and personalised customer experience.

1. New, innovative ways of matching customers and agents
2. An improved agent and business user experience



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Work That Feels Like Work



Yesterday's
Interface



Today's
User

Latest in Web Design Methods

Webchat: 9 Total

Anonymous 0:02
✓ Answer ✕ Decline ⓘ

Tom Smith ✕

Jason Probala 0:02
AUTO: Hi, my name is Joe and I would be happy to assist you today.

Greg Doe 0:02
AUTO: Hi, my name is Joe and I would be happy to assist you today.

Lisa Taylor 0:18
Lisa: Hello? Anyone there? 3

Joe Default 0:02
Me: I would be happy to help, what do you need?

Anonymous 0:02
AUTO: Hi, my name is Joe and I would be happy to assist you today.

Jason Probala

Transfer End chat

Chat Details Notes History Callbacks

Jason Probala	Medita ut lacus. Aliquam erat volutpat. Cras tincidunt facilisis tempus. Cras tincidunt. Sed donec id elit. Praesent ex felis elit.	11:03 AM
Me	Integer in elit. Integer eu leo. Integer molestiae euismod.	11:03 AM
Jason Probala	Sed sed velit. Sed etiam et nisi et nisi.	11:04 AM
Me	Curabitur quisque. Nulla nec nisi. In enim elit. Sed donec.	11:03 AM
Jason Probala	Morbi convallis et nisi. Nullam id nisi. Curabitur facilisis cursus elit. Nam enim integer.	11:03 AM
Me	Etiam sed elit. Integer eu leo. Integer molestiae euismod.	11:03 AM
Jason Probala	Curabitur quisque. Nulla nec nisi. In enim elit. Sed donec.	11:04 AM
Me	Ut convallis, suscipit eget pellentesque integer, sed non justo. Integer euismod.	11:03 AM
Jason Probala	Aliquam erat volutpat. Cras tincidunt facilisis tempus. Cras tincidunt. Sed donec id elit. Praesent ex felis elit.	11:03 AM
Me	Integer in elit. Integer eu leo. Integer molestiae euismod.	11:03 AM
Jason Probala	• • •	

Macro Send

⊗

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Improved Agent and Business User Experience



Improved user satisfaction and efficiency to promote an increased focus on the customer experience.

1. New, innovative ways of matching customers and agents
2. An improved agent and business user experience
3. Better collaboration and an enhanced mobile experience



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Difficulty Finding and Connecting With Employees



Deep User Profile Content

- Enterprise wide directory for improved collaboration
- Rich personal profile pages
- Highly customizable
- Hierarchical views and discovery tools
- Powerful dynamic groups feature
- Based on social media design
- Available on mobile devices

The screenshot displays a user profile for Ryan Curtis. The profile includes a profile picture, name, title (Chat Wizard), and role (Development). Contact information is listed for Main Email (ryan@orgspan.com), Personal Email (ryan@gmail.com), Cell Phone (919-555-3434), and Work Phone (919-555-7676). The Relationships section shows a Management chain and Peers. The Skills & Certifications section lists various skills like Java, Linux, SQL, and others. The Groups section shows various organizational groups like All Company, Web Developers, and Services Team. The Biography section describes Ryan as a Senior Software Developer, Architect and Operations Engineer.

Ryan Curtis
Chat Wizard
Development

Main Email: ryan@orgspan.com
Personal Email: ryan@gmail.com
Work Phone: 919-555-7676
Cell Phone: 919-555-3434
Skype: ryan1343

RELATIONSHIPS Other managers, mentors, team leads, etc

Management

Peers

SKILLS & CERTIFICATIONS

Skills: Java, Linux, SQL, Perl, XML, Node.js, JavaScript, CoffeeScript, NET, C#, PHP, J2EE, REST, Unix, Scalability, Algorithms, RabbitMQ

GROUPS Official Social Owned

All Company, UX, Web Developers, Operations, Services Team, Chat Devs, Development

BIOGRAPHY

Biography: Senior Software Developer, Architect and Operations Engineer working primarily in web technologies.

Better Collaboration and Mobile Experience



Increases productivity and creates more intelligent connections between employees.

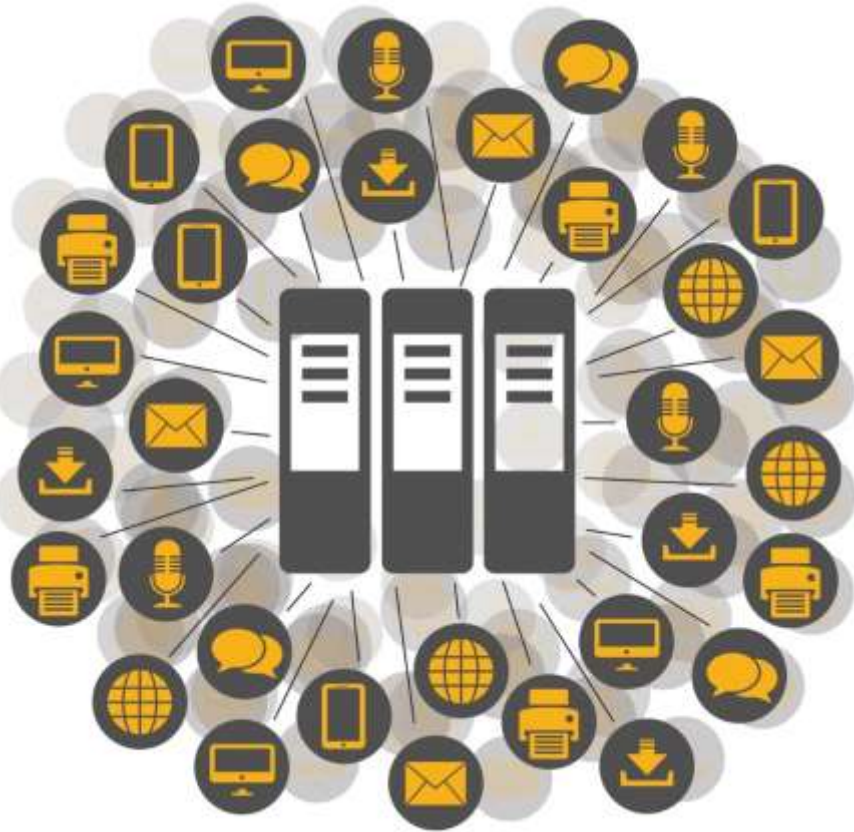
1. New, innovative ways of matching customers and agents
2. An improved agent and business user experience
3. Better collaboration and an enhanced mobile experience
4. The advantages of a distributed cloud architecture



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The Downside of Legacy Multitenant Offerings



- Provides a single point of failure
- Requires costly hardware (costs passed on to the customer)
- Reliance on one vendor (often a small vendor)
- Lack of customization options
- Challenging to integrate with other back-office applications

**Infrastructure as
a Service (IaaS)**

**Developer
Ecosystem**

**Distributed
Cloud
Architecture**

**Purist Service
Oriented
Architectures**

**Rapid and
Continuous
Deployment**

A Distributed Cloud Architecture



Unlimited scalability, maximum reliability, a highly secure environment, faster deployment and continuous access to new functionality.

What to expect from PureCloud

1. New, innovative ways of matching customers and agents
2. An improved agent and business user experience
3. Better collaboration and an enhanced mobile experience
4. The advantages of a distributed cloud architecture



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