



Interaction Director™

SMART SOFTWARE THAT TELLS YOUR CALLS WHERE TO GO

INTERACTIVE INTELLIGENCE

Today's distributed contact centers face challenges that seem unending... not the least of which is how to make efficient use of agents at each location.

An example?

Suppose your company needs to route calls to its contact centers in Chicago, New York and Los Angeles. What do you do when calls are backed up in the Chicago center and your agents are sitting idle in LA? And how do you stop routing calls to New York after business hours or when a department-wide meeting is scheduled? Worst of all, how do you direct calls to the most appropriate resources available, no matter which location they're in? Or to your best, skills-based resources...*immediately?*

Maybe you need a system that asks the same questions, then faces them head-on.

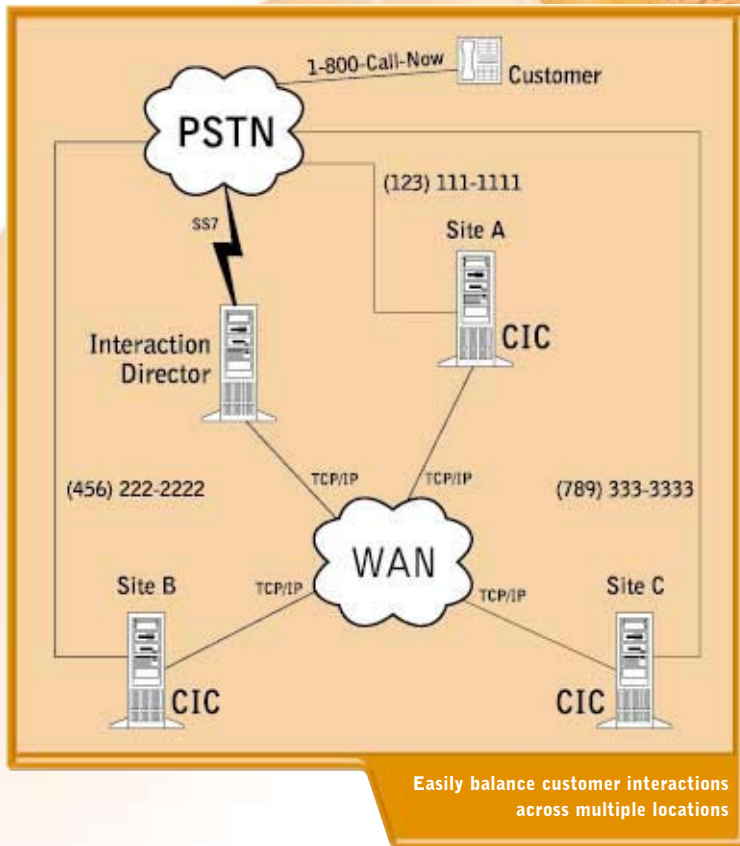
Interaction Director™ loves challenges.

Interaction Director is an "intelligent" call routing solution targeted at multi-site contact centers. Working in unison with the *Customer Interaction Center™* (CIC) from Interactive Intelligence and a variety of supported PBX/ACD platforms, Interaction Director routes calls to the location that can best handle that call, at that time. For high volumes, a single Interaction Director server can even process hundreds of thousands of calls per hour.

FEATURES

Pre- and post-call routing are techniques commonly used to answer questions like how to handle calls between Chicago, New York and LA—or between multiple contact center locations virtually anywhere in the world. Interaction Director's advanced pre- and post-call routing features provide the answers...and more.

- **Pre-call routing** utilizes an intelligent carrier network protocol to examine calls up in the PSTN before they're even sent to a particular site. In the pre-call routing scenario, a special signaling link obtained from a network carrier sends advance notifications of incoming calls. A pre-call routing system receives this information, looks at the current state of all call centers, and then sends a notification back to the PSTN indicating where the call is to go. Do all this and, *viola!*, the call is routed before it's even picked up.
- **Post-call routing** is used in cases where the decision to redirect a call isn't made—or can't be made—until some time after the call is connected at a particular location. For instance, a customer may call into a local number in New York. The call may be answered by the communications system at the New York contact center, which may use interactive voice response (IVR) to ask questions and obtain information. Based on that information, or based upon other factors such as the New York center's current load level, the system may decide to transfer the call to another site, perhaps in Chicago or LA.



In fact, given two or more call centers, each of which is using CIC and connected by a wide area network running TCP/IP, Interaction Director can:

- Detect incoming pre-call notifications and obtain ANI and DNIS information
- Collect real-time information regarding load levels, queue depths, estimated hold times, specific skill availability, and other statistics from all connected call centers (Note: in some cases, data collected is limited to the information available on the PBX/ACD platform)
- Enable the creation of scripts that can be used to define how calls are to be routed (that is, which location a given call is to be sent to)
- Transmit networking signals to the PSTN to tell where a particular call is to be sent
- Allow a CIC server at a particular call center to ask the question: "If a call were to come in right now with this ANI and this DNIS, where should it be sent?"

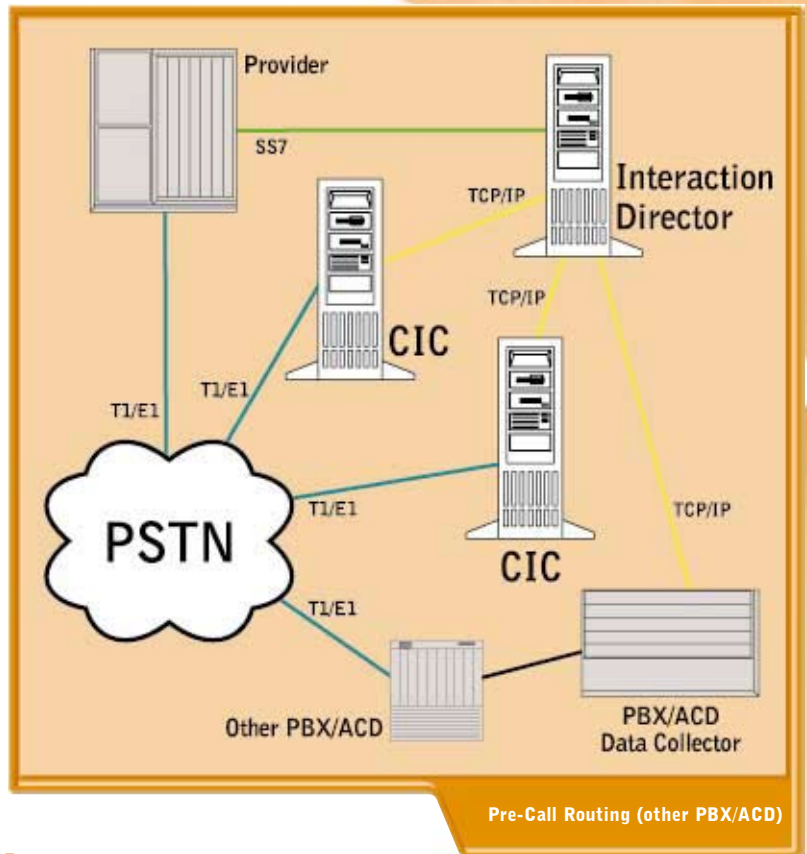
ARCHITECTURE

Interaction Director connects to CIC servers and supported PBX/ACD platforms via a TCP/IP network and collects information such as agent availability, skill availability and queue statistics, more or less in real-time. Collected information is then stored in an in-memory table on the Interaction Director server. When a call notification from the network carrier is detected, Interaction Director determines where to send the call—meaning a single Interaction Director server can process hundreds of thousands of calls every hour.

SUPPORTED NETWORK INTERFACES

The Interaction Director application supports these popular network interfaces:

- ATT SS7
- MCI SS7



AND YOU THOUGHT ROUTING CALLS TO MULTIPLE CONTACT CENTERS IS A CHALLENGE?

With Interaction Director it isn't. When it comes to getting a call to a highly skilled agent at your most available location, Interaction Director makes sure the call gets where it needs to go.

HOWARD[™]
TECHNOLOGY SOLUTIONS

888.912.3151
601.399.5077 (fax)
www.Howard.com