

**Contact Center Automation**

- Multimedia Recording & Scoring
- Blended Dialing & Campaign Management
- Network-based Pre/Post-Call Routing

**IP Telephony****Unified Communications****Self-service Automation**

- IVR
- Web, KM, & ERMS

**ORACLE****Challenge**

Improve support of distributed sites with a more flexible communications system that offered GUI-based tools for in-house customization, along with a single administrative interface for ease of management.

**Solution**

**Customer Interaction Center® (CIC)** - provides multi-channel inbound and outbound contact center automation and enterprise IP telephony capabilities.

**Benefits**

- Improved customer service as a result of faster customization
- Reduced start-up and maintenance costs as a result of simplified administration
- Faster ramp-up time and more knowledgeable staff as a result of Interactive's global PSO training services
- Increased redundancy and capacity as a result of flexible configuration options
- Investment protection as a result of open, software-based architecture

"With only minimal guidance from Interactive Intelligence, we were able to create our own CRM screen-pop by the time we installed CIC at our Pleasanton office"

# Oracle Brings Global Support and Customization Efforts In-House Using Unified Communications Software Suite

**About Oracle**

Oracle (NASDAQ: ORCL) is the world's largest enterprise software company. For more information about Oracle, visit: <http://www.oracle.com>.

**The Challenge**

In early 2001, Oracle (then PeopleSoft) began a global initiative to increase the flexibility of its communications system in order to more effectively serve its global infrastructure and support processes. Specifically, the company was looking for a system that could easily be localized to meet the needs of distributed offices and one that enabled the company to bring its support and customization efforts in-house in order to lower on-going cost of ownership.

**The Solution**

After careful review of various telecommunications and computer telephony integration systems, Oracle selected an alternative product based on an open, unified architecture.

The solution, called Customer Interaction Center® (CIC) by Interactive Intelligence, was a Windows-based, all-in-one software product. Oracle liked the fact that CIC's unique, single-platform architecture offered lower start-up costs by reducing the number of devices required to process interactions, as well as reducing interface points for simplified maintenance. The company also liked the fact that CIC came with a built-in graphical application generator for easy customization across interaction types.

"Interactive Intelligence offered us all the functionality we required in a single, cost-effective solution that was easy to administer and maintain," said Linda Jarrell, manager of customer support infrastructure for Oracle.

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In 2001, Oracle installed its first CIC system at its support center in Amsterdam, which included remote support for representatives throughout Europe. The system supported a total of about 65 users and was integrated to a Siemens PBX via E1 tie lines to enable agents to log onto the system remotely. Oracle localized CIC's IVR to support seven languages and to route calls to employees in five different workgroups located in Amsterdam, London, Paris and Munich. Routing criteria included language preference, agent availability, skill level and the specific Oracle product involved in the inquiry.

Oracle also integrated CIC to customer relationship management (CRM) software, which gave agents a "popped" window on their computer screen simultaneous with a call. The window was pre-filled with customer information so agents could assist customers more quickly and effectively.

Based on the success of the Amsterdam installation, Oracle installed CIC at its Pleasanton, California headquarters and a third CIC system at its Sydney, Australia support center. Today, CIC supports approximately 900 users across distributed sites, including a multitude of remote agents.



## The Benefits

Oracle credits CIC's Interaction Administrator® and Interaction Designer® tools with enabling it to perform nearly all system support and customization functions in-house.

"With only minimal guidance from Interactive Intelligence, we were able to create our own CRM screen-pop by the time we installed CIC at our Pleasanton office," Jarrell said. "That, in itself, speaks volumes about this product's ease-of-use. Our administrators can add workgroups, skills and make changes on-the-fly with CIC's GUI interface. Deploying CIC has enabled our support centers worldwide to provide a much higher level of customer service."

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Oracle also credits Interactive Intelligence's global professional services organization (PSO) with a smooth implementation process and well-trained Oracle IT staff.

Interactive Intelligence's PSO group completed the Amsterdam implementation in just two months. This included on-site "train-the-trainer" sessions and end-user training, as well as a complete code walk-through.

"Interactive Intelligence's thorough training and hands-on testing procedures helped us use internal resources to complete about 50 percent of the Pleasanton implementation and nearly 100 percent of the Sydney implementation, thus further reducing start-up costs," Jarrell said.

Another system benefit was the innovative way Interactive Intelligence, Siemens and Oracle integrated CIC to the Siemens PBX in Amsterdam.

The companies created an ART Step Routing configuration that enabled lines to be set up as CIC ACD groups connected to the Siemens PBX. Calls are now routed via these CIC ports and if a port is full, the call is re-routed to another ACD group handled by the Siemens switch. This configuration has benefited Oracle by offering built-in redundancy and increased capacity without adding servers.

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"[CIC] offers a virtually unlimited development environment built on a platform designed for investment protection"

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"The benefits of CIC continue to impress us as we become more knowledgeable about the product," Jarrell said. "I think that's the greatest thing about CIC - it offers a virtually unlimited development environment built on a platform designed for investment protection. We're confident that CIC can adapt to our needs, regardless of rapidly changing business models and customer requirements."



### INTERACTIVE INTELLIGENCE

Interactive Intelligence Inc. (Nasdaq: ININ) is a global provider of business communications software and services for contact center automation and enterprise IP telephony. The company has developed a unified communications software suite that's scalable and standards-based, offering single-platform architecture to eliminate the cost and complexity introduced by individual point products. Founded in 1994 and backed by more than 2,500 customers worldwide, Interactive Intelligence is not just an innovator, but an experienced leader offering proven solutions designed for maximum customer value and long-term investment protection.

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