

Contact Center Automation

- Multimedia Recording & Quality Monitoring
- Outbound/Blended Dialing & Campaign Management
- Network-based Pre/Post-Call Routing
- Web Self-Service & Knowledge Management

Enterprise IP Telephony**Enterprise Messaging****Workforce Automation**

Broyles | Kight | Ricafort LLP

Challenge

Deploy a scalable, cost-effective IP-based phone system that would be easy to administer, and provide features to automate multi-channel tracking and reporting of billable hours.

Solution

Vonexus Enterprise Interaction Center™ (EIC) -- an IP PBX application suite for mid-size enterprises that incorporates open standards such as SIP, along with tight integration to Microsoft applications and built-in voice/data functionality, ranging from unified messaging and presence management, to auto-attendant and Web chat.

Benefits

- Lower costs due to less hardware requirements and elimination of CTI
- Simplified administration due to single, GUI-based tool for in-house MACs
- Increased revenue and attorney morale due to automated tracking of billable

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Law Firm Deploys Enterprise IP Telephony System by Interactive Intelligence

Firm uses new system to increase revenue while improving client service

About Broyles Kight & Ricafort LLP

Broyles Kight & Ricafort is a law firm focused on immigration and family issues. The firm assists individuals, businesses, and universities by providing innovative solutions ranging from obtaining temporary work visas for skilled employees, to assisting families in transition. Broyles Kight & Ricafort was founded in 2002 and employs approximately 19 people. The firm practices diversity and boasts employees from around the world speaking more than five languages collectively. The firm has represented clients from more than 125 different countries, and has received multiple awards, including the National Society of Hispanic MBA's Amigo Estrella Award, and Indiana University's Distinguished International Service Award. Broyles Kight & Ricafort is based in Indianapolis, Indiana and can be reached at 317.571.3600; on the Net: www.bkrlaw.com.

The Challenge

Spurred by an upcoming move due to rapid growth, Broyles Kight & Ricafort began looking for a new communications solution that not only offered scalability, but that was also cost-effective and offered greater control over administration. It also wanted a system that would enable it to take advantage of voice over IP (VoIP) to cost-effectively enhance communications among its highly mobile attorneys, and plans for distributed offices.

"By 2004, we had outgrown our office space, as well as our phone system," said John Broyles, a Broyles Kight & Ricafort partner and practicing attorney. "We were using a Centrex system, but every time we hired or moved an attorney we had to call the vendor to create or re-label an extension, voice mail box, and so on. This could run upwards of \$500 per visit and resulted in set-up delays."

The firm was also in need of a system that would help it better track client interactions so it could improve billing accuracy and limit disputes, while offloading the laborious task of tracking billable hours – up to eight required billable hours per day, per attorney at many major law firms.

"Above all else, we were trying to solve the law industries' age-old problem of accurately and efficiently tracking billable hours regardless of client interaction type -- whether by phone, cell, pager, e-mail, or PDA," Broyles said. "We'd been sold a bill of goods from software tracking companies claiming to do this, but in truth, all they offered was a fancy version of the traditional paper time sheet. We needed something truly automated with multi-channel capabilities and powerful reporting."

The Solution

Broyles Kight & Ricafort began reviewing solutions from its existing Centrex vendor, as well as on-premise solutions from vendors such as Altigen, Avaya, Cisco and Inter-Tel.

"Some of the products we looked at seemed to be old technology 're-wrapped' to appear more innovative," Broyles said. "Others were simply too basic, or too pricey, and then there were some vendors from whom we got the impression we just weren't large enough."

That's when the law firm found a vendor that offered a standards-based, all-Microsoft IP telephony system. The system, called Vonexus Enterprise Interaction Center™ (EIC) by Interactive Intelligence, ran on a single "interaction engine" so it could process multiple interaction types and provide end-to-end tracking and reporting across them



all. Using the session initiation protocol (SIP) to provide IP PBX switching, and a host of built-in remote applications, EIC was also ideal for the firm's highly mobile attorneys.

"We chose EIC because its architecture was genuinely innovative, resulting in a practical and incredibly powerful product," Broyles said. "Interactive Intelligence had clearly built something from the ground up to uniquely process multi-channel interactions versus vendors that just tacked on 'boxes' in order to provide additional functionality. This architecture required less hardware for reduced costs, and its single, GUI-based administrative tool meant we could control the system in-house. The fact that we were a Microsoft-based shop and EIC was all-Microsoft – from its Windows server to Outlook messaging, and plug-ins to a host of MS back-end systems – made our decision that much easier."

The law firm deployed EIC at its new office in Indianapolis, using it for SIP-based switching, voice mail, unified messaging, presence management, workgroup routing, conferencing, desktop faxing, call recording, and reporting.

EIC supports nearly 20 employees and the system is being tested to potentially support networked sites.

"EIC has...increased our billable hours to between two and five thousand dollars per associate, per month"

The Benefits

Since installing EIC, Broyles Kight & Ricafort has reported numerous benefits, from lower costs and reduced

administration, to increased revenue and improved client service.

"EIC has not only met our law firm's telephone and electronic communications needs, but it's also increased our billable hours to between two and five thousand dollars per associate, per month," Broyles said. "Plus, it's given us solid documentation via tracking, recording and reporting tools to back up these hours so our clients are protected, and we can more accurately project and evaluate the cost of flat-fee cases. Perhaps the best news is that our attorneys now have more time to enjoy their hard-earned income instead of spending 'free' time trying to re-create their day's worth of billable hours."

The firm also reports increased productivity and improved quality of service through EIC features such as presence management and one-number find-me/follow me.

"Based on industry research, we've learned that most clients expect a call-back within two hours," Broyles said. "However, most attorneys will tell you they think they are being responsive if they get back to a client within 24 hours. With EIC's remote applications – such as presence management and one-number find-me/follow-me – there's no more telephone tag, or chasing messages from phone, to cell, to e-mail. Our attorneys are more accessible and their status transparent, thus client expectations are accurately set, and response time is faster."

The law firm also reports that EIC's fax notification feature has been a big benefit. Most large law firms use runners to check a centralized fax machine and distribute them manually to the appropriate attorneys, according to Broyles. This can create delays, which, on weekends or in emergency situations, is severely exacerbated. Using EIC, an attorney can create a fax notification so that, for instance, on a weekend, the attorney's home phone would ring when the intended

fax is received on his or her computer via unified messaging.

"Using EIC, however, they can stay at home and they don't have to sit there and monitor their computer. They get an automated voice mail by phone when the fax arrives and can then deal with it in a fraction of the time and without being overly burdened during non-business hours."

Also adding to both attorney productivity and improved client service has been the ability to route calls to the appropriate person. This was critical since the vast majority of foreign-speaking callers do not leave voice mail messages when first calling into a law firm, according to Broyles Kight & Ricafort.

"Given our focus on foreign-born clients, it was especially important that EIC be able to route a foreign-speaking caller to an associate with the appropriate language skill," Broyles said. "EIC's auto-attendant and workgroup routing features enable us to do that, so potential clients are met with a live associate who can speak their language. This has helped us to build a significantly larger client base, resulting in increased revenues and better credibility within the foreign-speaking community."

Finally, the firm reports that EIC's tight integration to Microsoft has reduced training time and given it a more cost-effective option for integrating to MS-based back-office systems in the future.

"The bottom-line is that EIC's fast and easy set-up, combined with its powerful feature set and SIP-based architecture, have positioned us to achieve our goal of becoming the best law firm nationwide serving foreign-born nationals, as well as the best firm for attorneys, providing them with the necessary tools to not only succeed professionally, but to maintain the highest quality of life possible."



INTERACTIVE INTELLIGENCE

Interactive Intelligence Inc. (Nasdaq: ININ) is a global provider of business communications solutions for contact center automation, enterprise IP telephony, and enterprise messaging. The company has developed a single-platform, standards-based unified communications software suite designed to eliminate the cost and complexity introduced by product portfolio vendors. 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.

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