



Use the open and extensible capabilities of two systems. Get streamlined communications.

Put the power of the Customer Interaction Center™ (CIC) directly into the Salesforce Service Cloud® or Sales Cloud® interface – and get a tightly integrated solution for contact center and customer engagement.

Key Features

One unified desktop

Manage, track, and queue multichannel interactions (calls, Salesforce email-to-case objects, web chats, callbacks and generic objects) across systems with a single agent desktop application. By embedding call control, users can make, take, and manage calls – with features for click-to-dial, call pickup, disconnect, hold, transfer, and conference. Click to call directly from phone number fields in contacts, leads, activities, and accounts.

Nothing to install

CIC for Salesforce is an HTML5 application hosted in Amazon Web Services and delivered to users' browsers. This state-of-the-art delivery mechanism frees you from the hassles of planning for software upgrades. And administrators won't have to spend weekends deploying service updates. As new features and updates are released, they immediately become available for your agents to use.

Improved Agent Utilization

The Interaction Dialer® plug-in adds preview and predictive dialer capabilities through Customer Interaction Center (CIC) to automate sophisticated call campaigns for Salesforce. Agents can also log on/off to Interaction Dialer campaigns, schedule callbacks and disposition calls, and request a break through the CIC for Salesforce interface.

Rules-driven screen pop

Use gathered data such as Caller ID to customize and drive a screen pop of the associated Salesforce object (contact, lead, case) for both inbound and outbound interactions. The screen pop could be a standard Salesforce page, a Visualforce page, or a new record page with pre-populated data from the caller's input.

Automatic activity creation

Create a Salesforce activity for any interaction handled by the agent. This includes information such as connection time, agent name, and agent comments. The activity can be associated to Salesforce objects for unified reporting purposes.

Presence management

Get custom-configurable, real-time presence management along with the ability to enable as many status settings as your organization needs. Gain a more accurate assessment of agent activity and more efficient staffing.

Detail reporting

Eliminate the need for agents to re-enter information via integrated interaction detail reporting within Salesforce activities. The benefit is greater insight into agent performance, increased productivity, and accurate data.

Key Features

Enhanced customer experience

- Consistent experience across media channels
- Screen pop to speed agent responsiveness
 - Pop to a specific record based on ANI
 - Pop to a specific record based on IVR data entered by the customer
 - Pop to an empty record (lead, case, contact)
 - Pop to an empty record pre-populated with IVR data entered by the customer
 - Pop to a custom VisualForce page for a custom support process
- No delays from accessing multiple systems
- Access to prior customer interaction history
- No need to repeat information

Greater sales and service efficiency

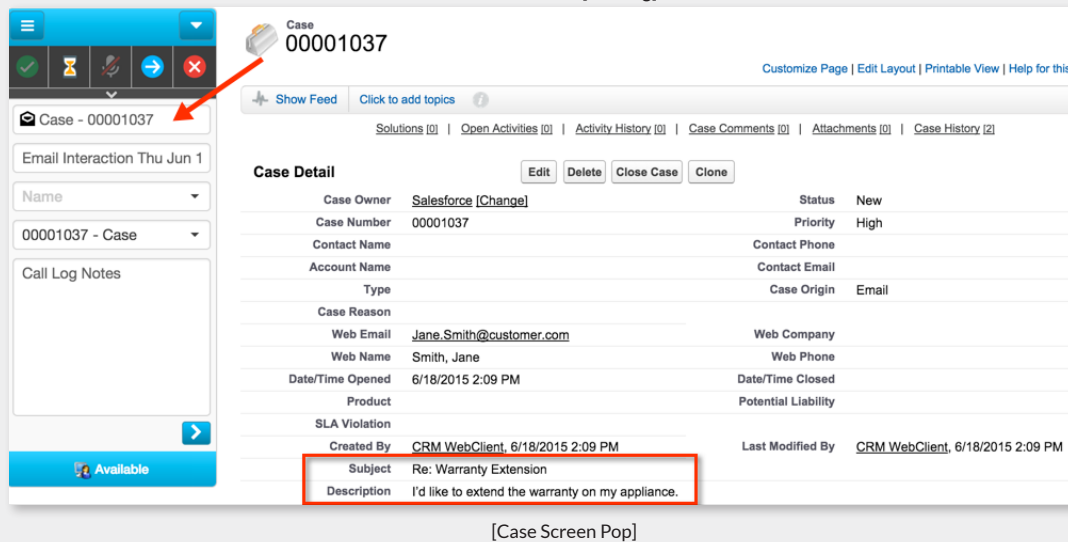
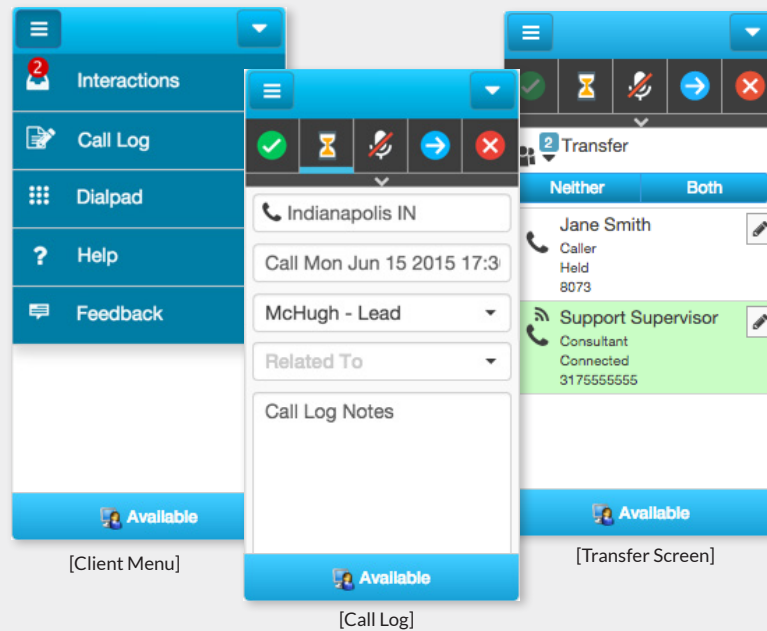
- Single sign-on
- Side-by-side usage with other CIC clients
- Smaller footprint
- Tear-off client (Service Cloud only)

Ease and flexibility of deployment

- Nothing to install, maintain, or back up
- Browser independence
- Users can be anywhere
- Built, maintained, and supported by Interactive Intelligence
 - no middle-ware vendors
- Certified by Salesforce and published on Appexchange

Software prerequisites

- On-premises Customer Interaction Center (CIC) 2015R2 minimum version (fullest functionality requires the latest CIC version)
- Interaction Client Web Services (ICWS)
- A reverse proxy (provides access to ICWS)
- Supported web browser



Interactive Intelligence Group Inc. (Nasdaq: ININ) provides software and cloud services for customer engagement, unified communications and collaboration to help businesses worldwide improve service, increase productivity and reduce costs. Backed by a 21-year history of industry firsts, 20-plus patents and more than 6,000 global customer deployments, Interactive offers customers fast return on investment, along with robust reliability and security. The company gives even the largest organizations an alternative to unproven solutions from start-ups and inflexible solutions from legacy vendors. Interactive has been among Software Magazine's Top 500 Global Software and Services Suppliers for 14 consecutive years, has received Frost & Sullivan's Company of the Year Award for five consecutive years, and is one of Mashable's 2014 Seven Best Tech Companies to Work For. The company is headquartered in Indianapolis, Indiana and has more than 2,000 employees worldwide. For more information, visit www.inin.com.

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