

Interactive Notification Services (INS)

On-demand Outbound Notification Services for Business

Interactive Notification Services from Interactive Intelligence automate outbound messaging and inbound contact processes for virtually any business. They also ease budgets as a complete multichannel on-demand service — to handle all the notifications, reminders and announcements you want customers and employees to receive.

Notification flexibility and control

Outbound notifications are often time-sensitive and time-consuming simultaneously, the result of notices like event reminders, services announcements, telemarketing and collections calls scheduled on a consistent basis and in large volumes.

Using Interactive Notification Services lets you send outbound communications automatically via the phone or e-mail to ensure on-time delivery. Import contact lists and record and issue general messages to a broad audience, or customize messages for personalized single events such as healthcare appointments. INS services extend the flexibility to develop interactive messages of any type and duration, and determine exactly when they're delivered.

ROI from several directions

Automating the notification process with INS adds up. Send a virtually unlimited number of messages at any time, free up valuable office personnel and contact center agents to concentrate on "live" customers and more pressing issues, and measurably reduce the costs of using your own systems and employees.

Long term, your ROI grows as you build an Interactive Notification Services infrastructure to support regularly-scheduled notification activities as well as urgent, unplanned ones.

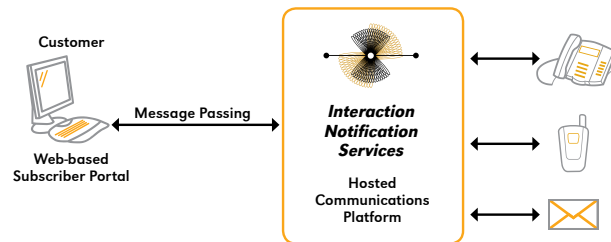
INS benefits

Save time and money

- Support regularly-scheduled notification activities — as well as urgent, unplanned ones
- Organize and deliver information more rapidly, more reliably, on schedule
- Reduce the costs of using your own employee resources and systems
- Issue outbound notifications, provide interactive inbound response capabilities
- Customize applications for the precise notifications you need to send

How Interaction Notification Services work

INS services utilize the proven interaction management software technology from Interactive Intelligence and are maintained by our team of INS developers and support engineers. The INS communications platform itself is co-located in an SAS 70-certified data center, providing the security and redundancy required to insure services 24 hours a day, year round.



Integrate your own applications with the Interactive Notification Services communications platform to issue custom notifications rapidly, consistently, and automatically.

A common notification scenario

Once a recipient answers an INS-based call or message, the notification becomes interactive and allows the person to perform any number of response actions: Verify that they're the correct recipient, confirm an event registration, transfer to a live agent to ask a question or purchase a product, and more.

Notification calls can also alert a recipient to a specific event date, appointment time, delivery schedule, etc., and conveniently connect the person to a service representative to reschedule if the specified day or time isn't suitable. Call recipients can additionally answer automated survey questions and interact with a live agent, or simply listen to the message you've issued.

Sample notification applications

- Welcome calls
- Account renewals
- Contract renewals
- Meeting and event reminders
- Employee hotlines
- Promotional offers
- New product and service continuity announcements
- Products and services messages for cross-selling and up-selling
- Service delivery confirmations for date and time
- Credit card payments
- Collections and revenue recovery
- "Phishing" warnings
- Data gathering via automated surveys
- Disaster recovery and business continuity

Interactive Notification Services at a glance

Results-oriented notification features

Cost-based subscription services and value-added pricing

Get instant access to the INS communications system and eliminate upfront costs for in-house hardware, software, phone lines, implementation, training and staffing.

Easily manage your contacts

Import your own contact lists to easily manage notifications in large numbers, and just as easily manage data for the information uploads and downloads your business need to generate event-based notices.

Message detection

Send a voice message to a live recipient and detect whether it's answered; if not, INS can automatically send an alternate message to the person's voice mail or answering machine.

Message recording

Create recorded messages using text-to-speech, self voice recording, or imported audio or professional recordings; the INS system also lets you dynamically mix and match recorded prompts with text-to-speech.

Notification connection options

- Answering machines
 - Bypass leaving messages on answering machines
 - Leave an alternate message on answering machines
 - Leave a message only after a specified number of attempts to reach a live person
- Line busy or unanswered
 - Specify how many times to try back when a line is busy or unanswered
- Allow a recipient to replay the message by pressing a key on a touch-tone telephone key pad

Flexible notification delivery options

- Via phone or email
- Day of week, and time of day
- Support Daylight Saving Time (DST)
- Maximum number of attempts and minimum between attempts

Create unlimited numbers of contact groups and subgroups

Organize contacts into functional, geographic or logical groups, with messages sent separately or simultaneously to one or all groups

Recipient verification

Establish call verification entry requirements to ensure that the correct message is delivered to the correct person

Interactive notifications

Offer notification recipients multiple-choice, response-based questions for data collection activities

Interactive polling and surveys

Automate surveys and polls for analytics and quality assurance initiatives

Call scripting

Author call scripts that can negotiate in real-time and make personalized offers and decisions

Caller self-service help

Bridge the call recipient to an interactive voice response (IVR) menu for self-service assistance, or to a contact center agent for personal assistance

Maintain contact records

Add, remove and update contacts, including during a notification campaign

Real-time notification tracking

Track who has received a particular message, via what contact type, on what date, at what time, and the ultimate call result. Leverage data for management-level analysis and audit trails

View real time billing information

Export report data to Microsoft Excel® for easy reporting and data manipulation



INTERACTIVE INTELLIGENCE®

Interactive Intelligence offers unified business communications solutions for contact center automation, enterprise IP telephony, and enterprise messaging, based on our open standards, all-in-one software suite. More than 3,000 organizations worldwide currently benefit from our premise-based and hosted solutions, which include value-added services for software, hardware, implementation, consulting, support and education.

At Interactive Intelligence, it's what we do.

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