

INTERACTIVE INTELLIGENCE®

Deliberately Innovative

Case Study

Contact Center Automation

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

Enterprise IP Telephony

Enterprise Messaging

Summary

Customer: Delta Dental Plan of Wisconsin



Headquarters: Stevens Point, WI

Industry: Dental service

Challenge: Replace proprietary PBX with a cost-effective solution that would provide remote support, sophisticated IVR, ACD, and fax applications.

Solution: *Customer Interaction Center*® (CIC) is an all-in-one communications software suite that provides multi-channel contact center automation and enterprise IP telephony functionality for mid-size to large customer-focused and interaction-intensive organizations.

Benefits:

- Offloaded 25% call volume to IVR
- Offloaded 20% customer service calls to fax-back



Delta Dental Uses All-in-One IP Communications Software Suite to Cost Effectively Support Distributed Workers

About Delta Dental Plan of Wisconsin

Delta Dental Plan of Wisconsin is a not-for-profit dental service corporation that administers and underwrites dental plans for employers throughout Wisconsin. The company has grown to become the largest dental benefits provider in the state, covering more than 1 million employees and family members. Delta Dental Plan of Wisconsin was founded in 1962 and employs approximately 135 people. The company is a member of the nationwide Delta Dental Plans Association, the largest dental benefits organization in the nation.

www.deltadentalwi.com

The Challenge

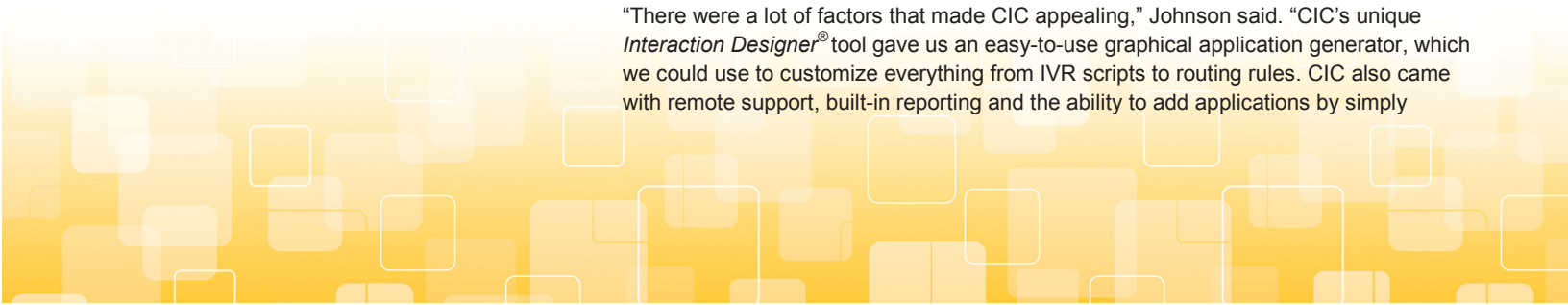
In early 2001, Delta Dental Plan of Wisconsin began searching for a new communications system in order to more effectively support its remote workers. At the time, the company employed about 20 telecommuters who were connected to the main office via ISDN. Delta Dental wanted to include these telecommuters in automatic call distribution queues during times of heavy call volume. Its current proprietary PBX, however, could not easily or cost-effectively provide remote support, nor did it offer some of the more sophisticated interactive voice response, ACD and fax applications for which it was looking.

“We not only needed a new system that provided us with more advanced features,” said Delta Dental Plan of Wisconsin’s vice president of operations, Karen Johnson, “but we also wanted a system that could provide applications for both our agents and business users. In addition, we wanted the option of migrating to IP in the future without having to redesign our applications. Bottom-line: We needed a system that was future-proof so that we could focus on our customers’ changing needs instead of working around them due to technology limitations.”

The Solution

Delta Dental considered telecommunications vendors such as AT&T, NEC and Nortel but decided that their solutions didn’t offer the customization options that would enable it to quickly meet changing customer demands. The company also considered a VoIP solution but, at the time, felt that the technology was too un-proven. During its search, Delta Dental discovered an alternative telecommunications solution called *Customer Interaction Center*® (CIC) from Interactive Intelligence. CIC is an all-in-one communications software suite designed to replace proprietary communication devices such as PBXs, ACDs, IVRs, voice mail systems, fax servers, Web gateways and CTI middleware.

Delta Dental chose CIC based on its open, software-based architecture, which allowed for easy integration to back-end systems and total flexibility for customizing applications. “There were a lot of factors that made CIC appealing,” Johnson said. “CIC’s unique *Interaction Designer*® tool gave us an easy-to-use graphical application generator, which we could use to customize everything from IVR scripts to routing rules. CIC also came with remote support, built-in reporting and the ability to add applications by simply



"We not only needed a new system that provided us with more advanced features, but we also wanted a system that could provide applications for both our agents and business users."

purchasing new software licenses. The added benefit was that the product was designed as a separate applications layer so we maintained the option of later migrating to IP without sacrificing our development efforts."

Within a few months of purchase, CIC was successfully deployed to support Delta Dental's 49 agents and 75 business users. The system was also configured so that 20 additional workers operating from home and a handful working from a remote sales office could participate in various ACD queues, including the company's IT help desk, sales, underwriting, benefits and eligibility queues. In addition to CIC's ACD, the system was set up to provide IVR, unified messaging, voice mail, fax-back and reporting.

Today, Delta Dental uses CIC to process approximately 3,000 calls daily. The IVR gives dentists special options—such as access to fax-back services and claims status—through a database lookup based on their ANI number. The ACD routes both calls and faxes. The company also deployed CIC's web chat. Because of CIC's universal queuing capability, Delta Dental can use Interaction Designer to determine routing rules for web chats, as well as for other interactions.

"The unique advantage of CIC is that we don't have to invest in additional application servers and gateways to get the benefit of VoIP. "

The Benefits

Since installing CIC, Delta Dental has been able to offload approximately 25% of calls to its IVR. This has enabled the company to process more calls with the same number of staff and without compromising speed-to-answer time. In addition, CIC's fax-back option has offloaded nearly 20% of customer service calls.

"Our dentist members love the fax-back option because they don't have to write down enrollment or benefit status information," Johnson said. "It's also decreased the number of calls that get routed back into our benefits center."

"By choosing a communications system like CIC...you can quickly adjust your business model to adapt to changing [customer] needs without depleting valuable resources."

Network administrator for Delta Dental Plan of Wisconsin, Leif Christianson, added that CIC's remote agent feature has also benefited the company. "Offering a telecommuting option has increased employee retention and made it easier to recruit new agents," he said. "CIC's real-time and scheduled supervisory monitoring capability—enabling managers to listen-in on calls, receive a random sampling of calls, and otherwise monitor agent activity—has also alleviated any concerns we might've had about maintaining quality assurance among remote workers."

When asked what advice Delta Dental would give to other organizations when considering a new communications system, Johnson said this: "Whatever you do, don't stop asking questions once you've determined feature sets. What's equally important is the ease with which you can create new applications and customize what you've got. While nobody can predict the next 'technology of the month,' we can all safely say that customer needs are sure to change. By choosing a communications system like CIC—one that's open, software-based and easy to customize—you can quickly adjust your business model to adapt to those changing needs without depleting valuable resources. When you're in the service business like we are, that's really the name of the game."

INTERACTIVE INTELLIGENCE®

Interactive Intelligence Inc. (Nasdaq: ININ) is a global provider of unified business communications solutions for contact center automation, enterprise IP telephony, and enterprise messaging. The company's innovative standards-based, all-in-one communications software suite was designed to eliminate the cost and complexity introduced by multi-point vendors. Founded in 1994 and backed by more than 3,000 customers worldwide, Interactive Intelligence is an experienced leader delivering maximum customer value through its comprehensive solution-set comprised of premise-based and hosted offerings, including software, hardware, consulting, support, education and implementation.

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