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PlumChoice Enhances Remote IT Support Services with IP Communications Software from Interactive Intelligence

Deployment of All-in-One IP Communications Software Suite Helps Improve Customer Service

INDIANAPOLIS & BILLERICA, Mass., Mar 23, 2010 (BUSINESS WIRE) -- PlumChoice, a provider of remote IT support services, has reported improved customer service as a result of using an all-in-one [IP communications software](#) suite from Interactive Intelligence (Nasdaq: ININ).

PlumChoice is using the software, called [Customer Interaction Center](#)^(TM) (CIC), to serve customers more rapidly and efficiently by enhancing its SafeLINK Enterprise Service Delivery Platform. SafeLINK provides secure, partner-branded, anytime/anywhere technology support to consumers and businesses through telcos and other partners.

CIC provides PlumChoice with functionality for [IP PBX](#), [automatic call distribution](#), [interactive voice response](#), [unified messaging](#), [desktop faxing](#), [softphone](#), [presence management](#), [multichannel recording](#), [blended dialing](#), [workforce management](#), and [automated customer feedback surveys](#). It replaced an existing communications system.

"CIC's remote agent support, system monitoring, and ease of customization are helping us deliver topnotch service to end-customers, while optimizing our own resources," said PlumChoice vice president of operations, Jon Helin. "In addition, the suite's reporting, customer surveys, and workforce scheduling are helping us strengthen our quality assurance, agent training, and partner support efforts. For example, we've made some of CIC's administrative capabilities available to our partners so they can schedule their own agents and track their productivity."

PlumChoice uses [CIC](#) to support its 750 employees who are mostly remote located across the U.S., along with employees at its headquarters in Billerica, Mass., and at its regional Center of Excellence in Scarborough, Maine. The company's U.S.-based, industry-certified agents provide 24/7/365 support for multiple technologies, including small business networks, PCs, Macs, smartphone devices, netbooks, MP3 players, network devices, printers, and digital cameras.

PlumChoice selected [CIC](#) based on its architecture and breadth of features after evaluating systems from Avaya, Cisco and others.

"CIC has given us everything we need on a single platform and from one vendor," Helin said. "This eliminates the cost and complexity associated with integration. As a software system, it's also provided us with cost-effective scalability, and we get the added benefit of an open application programming interface so we can customize it rapidly based on customer needs."

Reliability was also critical. "We needed a technology partner that offered optimal product reliability to support our around-the-clock operations, as well as viability as a company," Helin added. "Interactive Intelligence offered us both, along with a technology vision that supports our mission of providing customers with superior service both today and over the long term."

PlumChoice plans to extend its Interactive Intelligence deployment to support additional Center of Excellence locations throughout 2010.

About PlumChoice

PlumChoice pioneered the remote technical services business, providing 24x7 online repair and assistance for digital devices through top-tier telcos, ISPs, manufacturers, retailers/e-tailers and other business partners since 2001. PlumChoice's services are offered under the partner's brand, designed to generate new revenue streams, and provide anytime/anywhere technology support for partners' customers. Offerings include one-time fix, bundled solution, and subscription plan options for personal computers and laptops, networking, software applications, printers, peripherals, MP3 players, digital cameras, smartphones and other devices. Services are provided through U.S.-based, industry-certified agents. For more information, visit www.plumchoice.com/partner, call 1-866-811-3321 or email ir@plumchoice.com.

About Interactive Intelligence

Interactive Intelligence Inc. (Nasdaq: ININ) is a global provider of unified business communications solutions for contact center automation, enterprise IP telephony, and business process automation. The company was founded in 1994 and has more than 3,500 customers worldwide. Interactive Intelligence is among Software Magazine's top 500 global software and services suppliers, is a BusinessWeek "hot growth 50" company, and is among Fortune Small Business magazine's top 100 fastest growing companies. The company is also positioned in the leaders' quadrant of the Gartner 2009 Contact Center Infrastructure, Worldwide Magic Quadrant report. Interactive Intelligence employs approximately 650 people and is headquartered in Indianapolis, Indiana. It has 14 offices throughout North America, Latin America, Europe, Middle East, Africa and Asia Pacific. Interactive Intelligence can be reached at +1 317.872.3000 or info@inin.com; on the Net: www.inin.com.

This release may contain certain forward-looking statements that involve a number of risks and uncertainties. Factors that could cause actual results to differ materially are described in the company's SEC filings.

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