Interactive Intelligence and Buzzient Partner to Offer Integrated Social Media Monitoring, Routing and Reporting Solution

**Partnership Helps Enterprises and Contact Centers More Effectively and Efficiently Route and Report on Social Media Content**

INDIANAPOLIS & CAMBRIDGE, Mass., Jul 08, 2010 (BUSINESS WIRE) -- Interactive Intelligence (Nasdaq: ININ) and Buzzient have partnered to provide an integrated social media monitoring, routing and reporting solution.

The agreement combines Buzzient's social media analysis and integration capabilities with the Interactive Intelligence multichannel queuing, routing and reporting applications for more effective and efficient handling of online social media content.

The combined offering enables enterprises and contact centers to monitor social media "chatter" on Facebook, LinkedIn, Twitter and other sites for customer-defined keywords. It then routes the content as e-mail messages to the most appropriate individual or department based on business rules and agent skill. For instance, social media interactions can be tagged with quantitative sentiment scores for tone (positive, negative, neutral), then routed to the right person in the organization according to vertical focus (financial, retail, gaming, insurance, healthcare), product, competitor's name, or any other pre-determined rule.

The offering also provides customizable, integrated reporting so organizations receive a comprehensive view of customer service, whether the content and interactions come from a phone call, fax, e-mail, Web chat, or social media platform.

"Most organizations today understand the benefits of social media applications - from improved customer service and retention, to better products and services," said Buzzient CEO, Timothy Jones. "Without integration to a company's communications routing and reporting systems, however, there is a far greater chance for wrong, inappropriate, or inefficient responses, which can turn minor customer annoyances into major public crises."

"Social media now represents an amazingly fast-growing communications channel," said Interactive Intelligence chief marketing officer, Joe Staples. "For years our solutions have enabled customers to effectively manage phone calls, faxes, e-mails, Web chats, and business objects. Buzzient now adds social media content to our multichannel mix, so regardless of the media type users are assured that information is routed to the right person for strengthened customer relationships and enhanced brand opinion."

The joint offering includes monitoring across Facebook, LinkedIn, MySpace, Twitter, YouTube, blogs, wikis, online forums and other social media platforms. It recognizes content in more than 60 languages and supports sentiment analysis for English, German and French.

"In addition to collecting content in real-time from a huge number of online sources, Buzzient uniquely offers proven integration with enterprise applications in the contact center and other customer relationship management operations," Staples said. "This gives our joint customers a unique competitive edge."

The joint offering is available throughout the United States and the European Union, and can be purchased by contacting either company at info@inin.com or sales@buzzient.com

For more information about the Interactive Intelligence and Buzzient integration, visit: [www.inin.com/Buzzient-Integration](http://www.inin.com/Buzzient-Integration).

**About Buzzient**

Buzzient Inc. uses patent-pending technology to automatically collect information from online sources in real-time, analyze the content based on customer specifications, then turn this social media data into actionable information through integration with contact center and CRM applications from Oracle, Salesforce.com, Interactive Intelligence, and SugarCRM. The complete Buzzient Enterprise™ solution gives customers everything they need to leverage existing sales and customer support processes in the world of social media. Buzzient's core technology was developed as a result of research conducted in
collaboration with Google at the Center for Digital Business at MIT. The company was founded in 2008 and is headquartered in Cambridge, MA. Buzzient has a west coast office in Menlo Park, Calif. and offers European distribution and implementation through its Switzerland-based partner, Namics AG. The company can be reached at 1 800.308.BUZZ (2899) or info@buzzient.com; on the Net at www.buzzient.com or www.twitter.com/Buzzient.

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 Magic Quadrant for Contact Center Infrastructure, Worldwide report (Feb. 22, 2010). 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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