INTERACTIVE INTELLIGENCE

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Interactive Intelligence to Host "Key 2013 Contact Center Trends and Priorities" Industry Web Event

INDIANAPOLIS--(BUSINESS WIRE)-- Interactive Intelligence Group Inc. (Nasdaq: ININ), a global provider of unified IP business communications software and services, is hosting a complimentary Web event titled, "Key 2013 Contact Center Trends and Priorities: How You Can Be Ready," to be held Tuesday, Jan. 29 at 11:30 a.m. Eastern time (EST).

Already attracting more than 1,300 registrants, this 75-minute webcast will bring together leading industry analysts to discuss key trends for the benefit of any company contemplating a contact center technology purchase or upgrade.

This webcast will feature Forrester Research Principal Analyst, Art Schoeller, and Interactive Intelligence Chief Marketing Officer, Joe Staples, who will help guide attendees through some of the most important contact center trends in 2013, including the following:

- Cloud-based deployment options.
- Incorporating social media into the multichannel mix.
- The impact of smart phones and mobile tablets.
- The need to accurately capture "the voice of the customer."
- New methods for measuring agent effectiveness.

Following the Web presentation there will be an extensive QA session during which Schoeller and Staples will be joined by industry experts, Sheila McGee-Smith, founder of McGee-Smith Analytics, and Don Van Doren, founder and president of Vanguard Communications, to respond to live audience questions.

"Contact center technology and the dynamics of delivering a great customer experience are changing at a rapid pace," Staples said. "We designed this webcast to help companies successfully navigate these changes by providing guidance from some of the foremost authorities in the industry."

Attendees of this Interactive Intelligence Web event will receive four complimentary vendor comparison reports published by Gartner, Frost & Sullivan, Nemertes Research, and *CRM* Magazine.

To register for this webcast, visit www.inin.com/WebEvent.

About Interactive Intelligence
Interactive Intelligence Group Inc. (Nasdaq: ININ) is a global provider of contact center automation, unified communications, and business process automation software and services. The company's unified IP business communications solutions, which can be deployed on-premises or via the cloud, are ideal for industries such as financial services, insurance, outsourcers, collections, and utilities. Interactive Intelligence was founded in 1994 and has more than 5,000 customers worldwide. The company is among Forbes Magazine's 2011 Best Small Companies in America and Software Magazine's 2012 Top 500 Global Software and Service Providers. It employs approximately 1,400 people and is headquartered in Indianapolis, Indiana. The company has 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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