INTERACTIVE INTELLIGENCE

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Interactive Intelligence Releases Enhanced Version of Bay Bridge Decisions™ Product Suite

Contact center forecasting, capacity planning, and analysis product suite enhanced to reduce costs and improve customer service

INDIANAPOLIS & ANNAPOLIS, Md.--(BUSINESS WIRE)-- Interactive Intelligence Group Inc. (Nasdaq: ININ), a global provider of unified IP business communications software and services, has released an enhanced version of its *Bay Bridge Decisions*™ product suite.

Version 3.9 of the contact center forecasting, capacity planning, and analysis product suite has been enhanced to reduce costs and improve customer service.

"We added multichannel features, custom feedback metrics, and a new cloud-based deployment option to help our customers further reduce staffing costs, while improving their customers' service experience," said Bay Bridge Division vice president for Interactive Intelligence, Ric Kosiba.

Bay Bridge Decisions™ 3.9 includes the following enhancements:

- ***Email, chat and casework features*** -- Enables managers to create timeframe defaults that calculate staffing over longer periods of time, and includes multichannel "sensitivity analysis" graphs for increased staffing efficiencies resulting in reduced costs.
- ***Customer experience metrics*** -- Gives managers new custom feedback metrics so measures such as "net promoter scores" can be factored into staffing to better match hiring needs with interaction quality trends for improved customer service.
- ***Cloud deployment option*** — Customers can now deploy the full *Bay Bridge Decisions*™ 3.9 feature-set via a cloud-based model for lower initial costs, faster deployment, and reduced IT requirements.

First released in 2000, the *Bay Bridge Decisions*™ product suite has become the most widely used long-term forecasting and planning solution by large contact centers throughout the U.S. The solution helps contact centers optimize delivery strategies, agent resources, and performance by getting the right number of agents in the right place at the right time to deliver better service.

In 2012, Interactive Intelligence acquired the makers of the *Bay Bridge Decisions*™ solution, and today it's offered as part of a complete suite of all-in-one IP communications software and services for contact centers and enterprises of all sizes.

Bay Bridge Decisions™ 3.9 is available worldwide (English only) and can be purchased through the Interactive Intelligence global sales team.

For more information about *Bay Bridge Decisions*™ 3.9, visit http://www.inin.com/solutions/Pages/Bay-Bridge-Decisions.aspx.

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 also offers the *Bay Bridge Decisions*™ product suite, a complete solution for contact center forecasting, capacity planning, and strategic analysis. 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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