INTERACTIVE INTELLIGENCE

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Heartland Dental Deploys Interactive Intelligence All-in-One IP Communications Software Suite

Software suite helps Heartland Dental improve customer service

INDIANAPOLIS & EFFINGHAM, Ill.--(BUSINESS WIRE)-- Heartland Dental, the largest dental support organization in the country, has improved customer service as a result of deploying an all-in-one IP communications software suite from Interactive Intelligence Group Inc. (Nasdaq: ININ).

The software suite, *Customer Interaction Center*™ (CIC), helped Heartland Dental improve customer service through its recording, monitoring and reporting capabilities.

"CIC has given us features that enable supervisors to monitor calls and coach our contact center agents as needed, even agents working from home," said Connie Snyder, director of client services for Heartland Dental. "Agents can also request supervisory assistance with a click of a button on their computer screens, which means faster, more effective service."

CIC's reporting features have further benefitted Heartland Dental by giving it new insight into metrics. "CIC gives us reports that show detailed breakouts of call and agent metrics, such as call volume, length of calls, hold times, and more," Snyder said. "This has enabled us to staff and train our agents more effectively."

Today, CIC supports more than 100 Heartland Dental contact center agents, who use it to take overflow calls from its 528 affiliated dental offices located across 26 states. The deployment includes integration between CIC and Heartland Dental's internal group practice systems, enabling agents to give callers a more personalized service experience. CIC also supports more than 200 business users at Heartland Dental, who use its telephony features, such as unified messaging and conferencing.

Heartland Dental selected CIC to replace its existing PBX/contact center system, which had a limited feature-set and proved too expensive to upgrade, according to Gary Wise, director of IT for Heartland Dental.

"After our experience with our first vendor, our main priority was to select a vendor whose solution was intuitive, configurable, and could give us meaningful call data," Wise said. "Equally important, we wanted total confidence that the vendor could successfully manage our deployment from design through roll-out. We talked to local businesses with call centers to find out what solutions they were using and if they were happy. During this process, Interactive Intelligence rose to the top of the list based on a lot of positive user feedback."

Heartland Dental chose Interactive Intelligence based on its solution's unified all-in-one architecture. "We loved the fact that we could get everything we needed from Interactive Intelligence — and all Interactive-built -- instead of having to purchase and integrate multiple software systems from different vendors," Wise said. "Plus, the price point was reasonable."

An important part of Heartland Dental's successful CIC deployment was Interactive Intelligence's project management team.

"Interactive Intelligence's project management team was professional, knowledgeable and always prepared," Wise said. "That helped our CIC deployment go smoothly and painlessly."

About Heartland Dental

Heartland Dental, LLC is one of the leading dental support organizations in the United States with 528 dental offices located across 26 states. Based in Effingham, Illinois, Heartland Dental provides affiliated dentists and team members with continuing professional education and leadership training, along with a variety of management services, which include staffing, human relations, procurement, administration, financial, marketing, and information technology support. For more information, visit www.heartland.com.

About Interactive Intelligence

Interactive Intelligence Group Inc. (Nasdaq: ININ) is a global provider of contact center, unified communications, and business process automation software and services designed to improve the customer experience. The company's solutions, which can be deployed via the cloud or on-premises, 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 Software Magazine's 2013 Top 500 Global Software and Service Providers, and is the recipient of TMC's Cloud Computing Magazine's 2013 Cloud Computing Excellence Award. It has received Frost & Sullivan's Company of the Year Award, Contact Center Systems, North America, for the last three consecutive years. Interactive Intelligence employs more than 1,700 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. Visit the company on the Web at www.inin.com; on Twitter at www.inin.com/twitter; on Facebook at www.inin.com/facebook; or on LinkedIn at www.inin.com/linkedin.

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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