Interactive Intelligence Wins Ventana Technology Innovation Contact Centre Award
Ventana Research recognizes the PureCloud℠ platform for its ability to combine customer engagement and collaboration capabilities for improved performance throughout the organization

Interactive Intelligence Group Inc., a global provider of software and cloud services for customer engagement, unified communications and collaboration, has received the Ventana Research 2015 Technology Innovation Award in the Contact Centre category.

Interactive Intelligence won the award for its [PureCloud]℠ platform, the first enterprise-grade, multitenant, distributed cloud platform built for multi-use cases: customer engagement, unified communications and collaboration. The company designed it for maximum security and elasticity, along with fast deployment and instant access to upgrades.

"To be competitive in today's economy and embrace the growing and digitally savvy millennials, contact centres must incorporate collaboration capabilities into their agent workforce and customer engagement strategy," said Mark Smith, CEO and chief research officer for Ventana Research. "Congrats to Interactive Intelligence for combining the power of the cloud computing environment with engagement, unified communications and collaboration functionality, all delivered from a common platform."

The PureCloud℠ platform delivers an all-in-one, omnichannel customer engagement cloud service designed to help contact centres accelerate business impact, deliver consistent outcomes and innovate the customer and agent experience. Features include multichannel routing, speech-enabled interactive voice response, outbound campaign management, quality management, reporting, customer relationship management integrations, and graphical scripting.
The PureCloud℠ platform also delivers unified communications and collaboration cloud services. These include IP PBX capabilities, video, screen-sharing, co-browsing, content management, support for multiple voice, video and mobile endpoints, and remote survivability.

The Ventana Research Technology Innovation Awards recognize technology providers that have introduced noteworthy innovations in technology that advance business and IT. The Technology Innovation Awards showcase advances in the potential of business applications as well as technology that contributes significantly to improved efficiency, productivity and the performance of an organization.

For more information about the award winners, visit http://www.ventanaresearch.com/2015TechnologyInnovationAwardsannouncePR/.