

## Interactive Intelligence Launches Customer Engagement Cloud Service in South Africa

*Interactive Intelligence PureCloud Engage<sup>SM</sup> designed to help contact centres accelerate business impact, deliver consistent outcomes, and innovate the customer and agent experience*

Interactive Intelligence Group Inc. (Nasdaq: ININ), a global leader of cloud services for customer engagement, communications and collaboration, has launched a new [customer engagement cloud service](#) for businesses throughout South Africa.

The unique [PureCloud Engage<sup>SM</sup>](#) architecture, along with its advanced functionality, fast deployment, and simple month to month subscription terms offer contact centres accelerated business impact, more consistent outcomes, and the most innovative customer and agent experience.

“While cloud solutions have matured quickly, many organisations are still concerned about security,” said World Wide Worx Managing Director Arthur Goldstuck. “It’s important to understand that cloud architectures differ quite a bit, and these differences have important security implications. As organisations evaluate their cloud options, they should assess a vendor’s security certifications, access management controls, encryption, and intrusion testing protocols. With careful assessment, organisations will find that in many instances modern cloud solutions are more secure than on-premises solutions. Combined with month-to-month subscription terms, these cloud solutions can give organisations an incredibly flexible, low-risk, high-value option.”

PureCloud Engage<sup>SM</sup> was built from the inside out with the most stringent security requirements in mind. It also addresses contact centre pain points such as high costs, lack of scalability, and difficulty managing geographically dispersed remote sites according to Interactive Intelligence Managing Director, Africa Region Andre le Roux.

“Local contact centres increasingly need to roll out faster, scale

up or down for campaigns without unnecessary expense, and focus their resources and budget more on staff and customer experience rather than infrastructure,” le Roux said. “The unique PureCloud Engage<sup>SM</sup> architecture reduces start-up time to a matter of days, simplifies the management of workpools in different locations, and offers maximum reliability and scalability within a pay-as-you-go monthly subscription model.”

With customer expectations changing dramatically, South African contact centres are challenged to deliver always-on access across multiple channels, as well as ensuring that agents are empowered to assure true first call resolution. Interactive Intelligence designed PureCloud Engage<sup>SM</sup> to also address these issues, according to le Roux.

“PureCloud Engage<sup>SM</sup> continuously delivers the most innovative and comprehensive omnichannel features, which reduces the cost and complexity of upgrades, eliminates downtime for maintenance, and improves both the agent and customer experience,” he said. “Its advanced analytics also take full advantage of the virtually limitless data storage capacity of the cloud so agents have immediate access to all relevant customer information. This empowers them to give personal and even proactive service, which significantly improves the customer experience.”

PureCloud Engage<sup>SM</sup> is architected as a set of stateless, independently load-balanced microservices running atop the scalable Amazon Web Services Cloud. This architecture was designed to achieve new levels of reliability, security and scalability. It also gives businesses immediate and continuous delivery of the most innovative applications.

PureCloud Engage<sup>SM</sup> features the industry’s most comprehensive feature-set, including omnichannel routing, speech-enabled interactive voice response (IVR), call recording, quality management and reporting, outbound and

predictive dialing, CRM integrations, and graphical scripting. It also includes business communications and collaboration features, such as IP PBX capabilities, video conferencing, corporate directory, chat, desktop sharing, and content management.

PureCloud Engage<sup>SM</sup> is offered directly through the Interactive Intelligence salesforce as well as through the company's channel comprised of approximately 400 partners worldwide.

For more information, visit: <https://www.inin.com/za/customer-engagement/cloud-contact-center>.