

Interactive Intelligence to Host “5 in 5: Technologies that will Disrupt Customer Service by 2021” Web Event

Interactive to be joined by industry analyst Ian Jacobs to share five technology trends that will transform customer care over the next five years

Interactive Intelligence Group Inc. (Nasdaq: ININ), a global leader of cloud services for customer engagement, communications and collaboration, is hosting a free Web event titled, [“5 in 5: Technologies that will Disrupt Customer Service by 2021.”](#)

This 60-minute web event, ideal for contact center managers, business operations managers and anyone responsible for improving the customer experience, will be held Tuesday, Oct. 25 at 11 a.m. Eastern time (EDT).

Interactive will be joined by Forrester Senior Analyst Ian Jacobs, who will give insights into the following five technology trends that will transform customer care over the next five years:

- Two-way video expanding within customer service.
- Augmented and virtual reality for sales and troubleshooting.
- Virtual assistants as next-generation self-service.
- Proliferation of messaging.
- Internet of Things and connected devices.

A Q&A will follow the presentation, during which presenters will answer live audience questions.

Attendees will receive a copy of Forrester’s recently published report, “Plan Now for Customer Service in 2021,” which highlights the service experiences and technologies that customers will expect in the next five years.

According to the report, “Although firms won’t feel the impact of these novel technologies for many years, savvy application development and delivery pros will start planning for them now. This gives them enough time to craft compelling business cases for investment and ample time to experiment with rapid-prototyped

solutions.”¹