



INTERACTIVE INTELLIGENCE
Deliberately Innovative

Case Study

Contact Center Automation

- Multimedia Recording & Quality Monitoring
- Customer Feedback Management
- Outbound/Blended Dialing & Campaign Management
- Network-based Pre/Post-Call Routing
- Web Self-Service & Knowledge Management
- Workforce Management

Enterprise IP Telephony

Enterprise Messaging

Summary

Customer: Langham Logistics



Headquarters: Indianapolis, Indiana

Industry: Transportation

Challenge: Implement a telephony system that maintains mission-critical services in the event of disasters or other business interruptions.

Solution: *Enterprise Interaction Center*[®] (EIC) is an all-software, application-rich IP PBX for mid-size enterprises that incorporates open standards such as SIP, along with tight integration to Microsoft products.

Product Replaced: Toshiba PBX

Benefits:

- All-software system accessible off-site in case of business interruption
- Greater productivity via unified messaging
- Business users manage system changes, saving time and money
- Rich reporting features help monitor call queues and agent workload

Transportation and Logistics Company Chooses All-Software IP PBX as Part of Disaster Recovery Initiative

About Langham Logistics

Langham Logistics, Inc., headquartered in Indianapolis, is a 20-year-old global freight management organization specializing in supply chain optimization and consulting services, domestic and international transportation, fulfillment, warehousing and distribution operations. The company has a global client base that includes many Fortune 500 companies. Langham operates from a global logistics center in Indianapolis and maintains strong partner relationships across the globe to assist with tactical operations. For more information, call 800-727-3962.

www.elangham.com

The Challenge

As a transportation and logistics company that operates 365 days a year, Langham Logistics can't afford downtime of its key technology systems. Recognizing the importance of availability, executives launched a company-wide disaster recovery initiative designed to upgrade or replace these existing key systems. John Huybers, director of global information technology, led the disaster recovery initiative, which included an assessment of the company's phone systems.

"Our communications system is our lifeblood," Huybers said. "It's critical that the phone system can function in an emergency. The phone is still used quite a bit in the transportation industry – whether our customers are calling us to schedule freight, or we're calling the transportation companies."

While the company's 60 employees are largely on-site at Langham's Indianapolis corporate headquarters, occurrences such as snowstorms or power outages could leave phone systems non-functional, or force calls to go unanswered should employees be unable to make it to work.

When the disaster recovery initiative began, Langham was using a Toshiba PBX. "All of our phone system hardware was on site," Huybers said. "So if anything happened to our equipment in a disaster, the ability to contact customers, or for them to contact us, was gone."

Besides the fact that it was hardware-based and offered no remote access, the Toshiba PBX had few capabilities beyond automatic call distribution (ACD) and voice mail. "We didn't have the ability to record calls, and we had to enlist our reseller if we needed to make any changes to our ACD queues," Huybers said.

The Solution

Langham's long-time telephony reseller, G3 Technology Partners of Indianapolis, suggested that the company consider solutions from Avaya, along with *Enterprise Interaction Center*[®] (EIC) from Interactive Intelligence. Huybers also considered solutions from Cisco and Mitel.

The Avaya, Cisco and Mitel solutions were largely hardware-based. However, EIC was an all-software IP PBX that gave easy access to both on-site and remote employees.

EIC also included interactive voice response (IVR), call queuing and routing, unified messaging, recording, and reporting features.

"Its all-software platform, ease-of-deployment and ease-of-use were all factors in our decision to select EIC over solutions from Avaya, Cisco and Mitel," Huybers said. "In addition to having all the features we needed, EIC gave us a cost-effective disaster recovery solution and the ability to make changes in-house."

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EIC was deployed company-wide with an additional off-site system for automatic switch-over.

The Benefits

"If someone who's part of our ACD queues can't get to work, they can receive calls at any number they choose just by logging into EIC from their home computer," Huybers said. "The process is invisible to our customers – all they see is that they're receiving the same fast and attentive service from us that they always have."

Employees are also using EIC's unified messaging feature, which enables them to receive faxes and voice mail messages, along with emails, in their universal in-box on their computers. "EIC's unified messaging feature saves time, which equals increased productivity, since people no longer have to check voice mail messages from their phones, or chase down faxes from fax machines," he said.

When Huybers and his team need to add people to, or remove people from its ACD queues, the process can now be handled in-house. "EIC has enabled us to quickly and easily manage system changes ourselves, which means we save money and can respond to business requirements faster," Huybers said. "Employees can also access email via ACD queues instead of having to check email folders for important messages, which has been another important productivity-enhancer, and has also resulted in faster customer response time."

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Over a recent Thanksgiving holiday, Huybers realized that callers to Langham were not hearing the correct voice mail message about how to contact staff over the holiday break. "Even though I was in North Carolina, I was able to log on remotely and resolve the problem," he said. "I would not have had any remote capability like that with our old phone system."

Langham's next major corporate initiative is for improved monitoring of business metrics, and Huybers plans to put EIC's rich reporting functions to good use. "Our old system produced a few metrics, but with EIC, we've set up alerts that indicate if there aren't enough agents logged into the queue, or if there are insufficient agents available to take calls," Huybers said. "Reporting-wise, we are able to track a particular call throughout the system from start to finish. We have only begun scratching the surface of EIC's analysis capabilities and expect even greater benefit the more we learn about this innovative phone system."



INTERACTIVE INTELLIGENCE

Interactive Intelligence Inc. (Nasdaq: ININ) is a global provider of unified business communications solutions for contact center automation, enterprise IP telephony, and enterprise messaging. The company's innovative standards-based, all-in-one communications software suite was designed to eliminate the cost and complexity introduced by multi-point vendors. Founded in 1994 and backed by more than 3,000 customer worldwide, Interactive Intelligence is an experienced leader delivering maximum customer value through its comprehensive solution-set comprised of premise-based and hosted offerings, including software, hardware, consulting, support, education and implementation.

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G3 Technology Partners is Indiana's largest privately owned converged voice and data sales and service provider. The company serves more than 5,000 corporate customers from six offices located in Ohio and Indiana. G3 Technology Partners has more than 35 years of experience in the voice and data arena and employs 120 people.

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