

Offer a rewarding, streamlined experience to your customers.

Combine forces to enhance contact center operations and provide a positive customer experience across interaction channels.

Interactive Intelligence Customer Interaction Center and SAP CRM utilize the SAP Integrated Communication Interface to put the multichannel communication features of CIC into SAP CRM (version 7.0 and above). This means agents can access expertise across the enterprise to provide efficient and knowledgeable responses.

Key Features

Universal multimedia interaction routing

Provide consistent customer care across media type with unified queuing, prioritizing, and routing of calls – as well as chats, callbacks, generic objects, and SAP action items.

Customizable screen pop

Use caller ID to drive a screen pop or send information from CIC's Interactive Voice Response (IVR) system to customize application functions within SAP.

Information transfer

Include screen pop information such as Business Partner information when the interaction is transferred from agent to agent.

Agent status

Enable an unlimited number of status settings within the SAP CRM desktop for a more accurate assessment of agent activity. Staff efficiently with custom-configurable, real-time presence management.

Embedded call controls

See caller information, call details, and call control buttons in the SAP CRM desktop communication toolbar.

Unified interaction reporting

Get insight into SAP history with Interaction Records. See why and how often customers contact you to identify issues that require the most agent time.

Key Benefits

Create a positive customer experience.

- Efficiently manage multichannel customer communications.
- Screen pop to speed agent responsiveness.
- Access customer history in Interaction Records to increase first-time resolution rates.
- Save time without the need to repeat information

Drive greater sales and service efficiency.

- Eliminate the need to toggle between applications during the service process.
- Service multiple types of interactions at the same time (as of SAP 7.0 EHP1).
- Gain insight into agent performance with universal queue.
- Create more efficient cross-channel staffing.

Get ease and flexibility of deployment.

- Lower deployment costs through prebuilt integration.
- Rely on Interactive Intelligence for support – no middle-ware vendors.
- Count on an SAP certified solution (CA-ICI-CTI and CA-ICI-Chat).

Interactive Intelligence software prerequisites

- Customer Interaction Center (CIC) 2015 R3
- Interaction Client® .NET Edition or Interaction Desktop client required if SAP work centers are not utilized
- Available for hosted or premise installs of CIC

SAP software prerequisites

- SAP CRM 7.0 and above
- Implements SAP ICI version 3.07

Connected call

Connected email

Connected chat

SAP® Certified
Integration with SAP Applications



Interactive Intelligence Group Inc. (Nasdaq: ININ) provides software and cloud services for customer engagement, unified communications and collaboration to help businesses worldwide improve service, increase productivity and reduce costs. Backed by a 21st year history of industry firsts, 20⁺ patents and more than 6,000 global customer deployments, Interactive offers customers fast return on investment, along with robust reliability and security. The company gives even the largest organizations an alternative to unproven solutions from start-ups and inflexible solutions from legacy vendors. Interactive has been among Software Magazine's Top 500 Global Software and Services Suppliers for 14 consecutive years, has received Frost & Sullivan's Company of the Year Award for five consecutive years, and is one of Mashable's 2014 Seven Best Tech Companies to Work For. The company is headquartered in Indianapolis, Indiana and has more than 2,000 employees worldwide. For more information, visit www.inin.com.