

**” CCV**

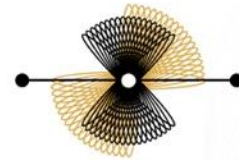
**Frühjahrstagung Eisenach**

**26/27 Mai**

**Interactive Intelligence Inc.**

Martina Knappe, Head EMEA Marketing

Torsten Schmidt, Senior Account Manager DACH



**INTERACTIVE INTELLIGENCE™**

*Deliberately Innovative*

**„Wir helfen unseren Kunden, ihren Kundenservice zu einem effektiven Wettbewerbsinstrument zu machen.“**

**Dr Don Brown**

Seit 1994

**Geschichte**

Solid Exec. Team

35+ Niederlassungen

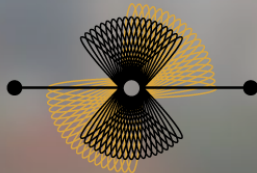
**Reichweite**

1800 Mitarbeiter

Ffm Niederlassung

**Deutschland**

50 Mitarbeiter  
Vertrieb & Support



INTERACTIVE INTELLIGENCE®

*Deliberately Innovative*

>6,000 Kunden

**Kunden**

100+ Branchen  
Branchen Focus

Globales Ökosystem für

**Vertriebsmodell**

Cloud oder Vor Ort

\$318M in 2013

**Finanzen**

3 F&E Investitionen  
Schuldenfrei



INTERACTIVE INTELLIGENCE®

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# AIs Leader anerkannt



## Magic Quadrant for Contact Center Infrastructure, Worldwide Gartner, Inc., June 2013

FROST & SULLIVAN

2013 BEST PRACTICES AWARD

NORTH AMERICAN CLOUD-BASED CONTACT CENTER SOLUTIONS COMPANY OF THE YEAR AWARD

SOLUTIONS COMPANY OF THE YEAR AWARD CLOUD-BASED CONTACT CENTER NORTH AMERICAN

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# Vor Ort oder in der Cloud

**Vor Ort**

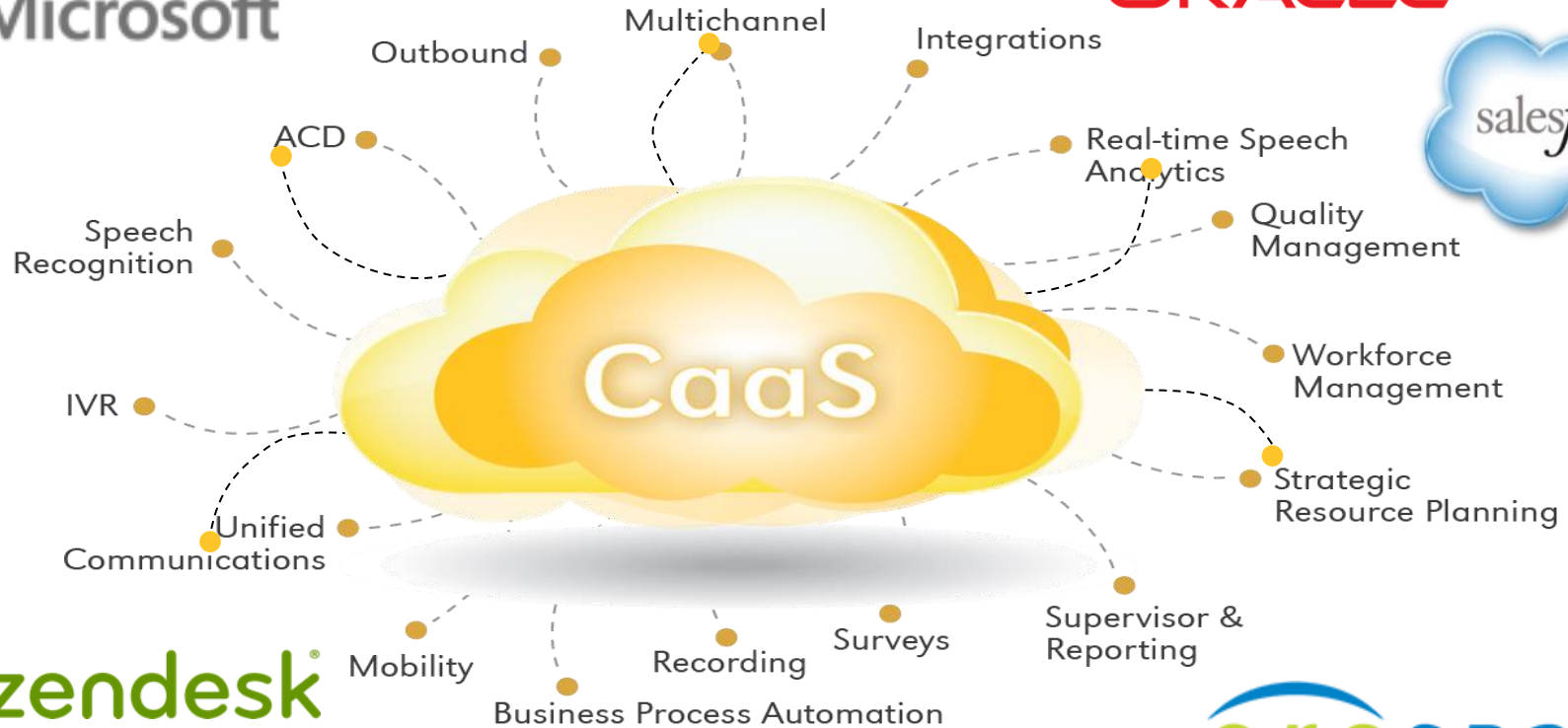


**in der Cloud**



**Customer Interaction Center® All-in-One Platform**

# Kundenservice und das Cloud Ökosystem



# Interactive Intelligence Kunden DACH

COEO Inkasso



WEST LOTTO  
Westlotto ist ein Markenname für die Westlotterien in den Bundesländern Nordrhein-Westfalen, Rheinland-Pfalz, Saarland und Westfalen-Lippe



CENDRIS



HONDA

COMBITEL  
Gesellschaft für Dialog-Marketing



Bertelsman



# The Nexus of Forces – das Spannungsfeld der Kräfte

*“Die leichte Verfügbarkeit von **Cloud Diensten, Social Communities** und **Mobilgeräten** — verbunden mit der Möglichkeit, auf grosse Mengen unterschiedlichster Informationen schnell zugreifen zu können — gibt dem durchschnittlichen Business User einen unglaublichen Zuwachs an Macht.”*

*Gartner 2013*



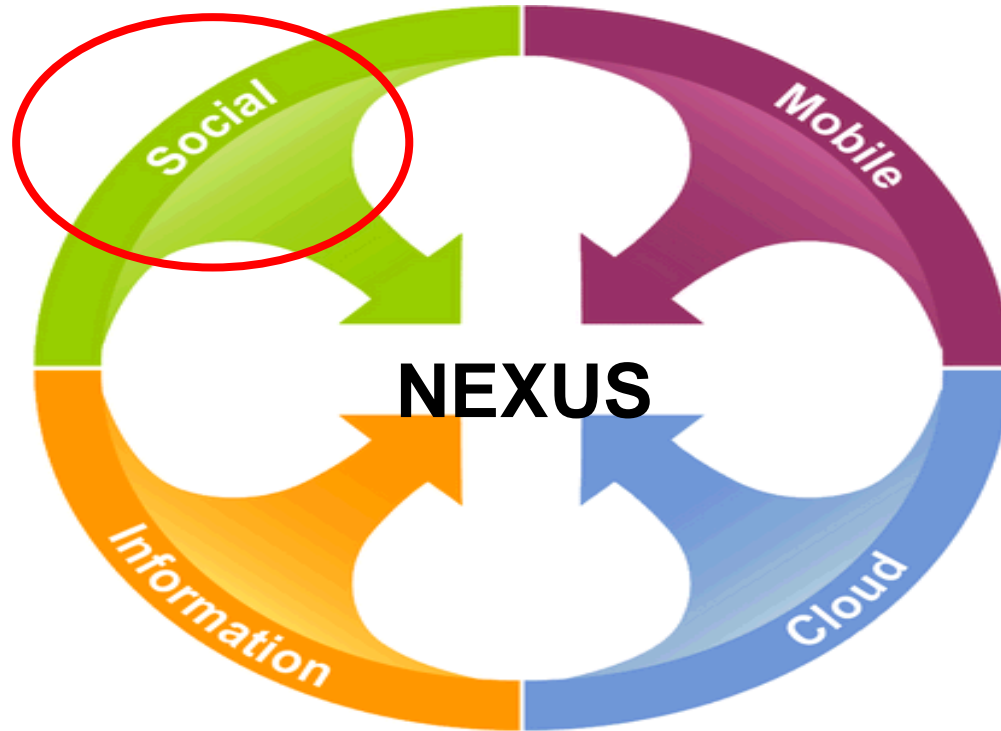


# Customer Experience is the Next Competitive Frontier

**Gartner**<sup>®</sup>



# The Nexus of Forces

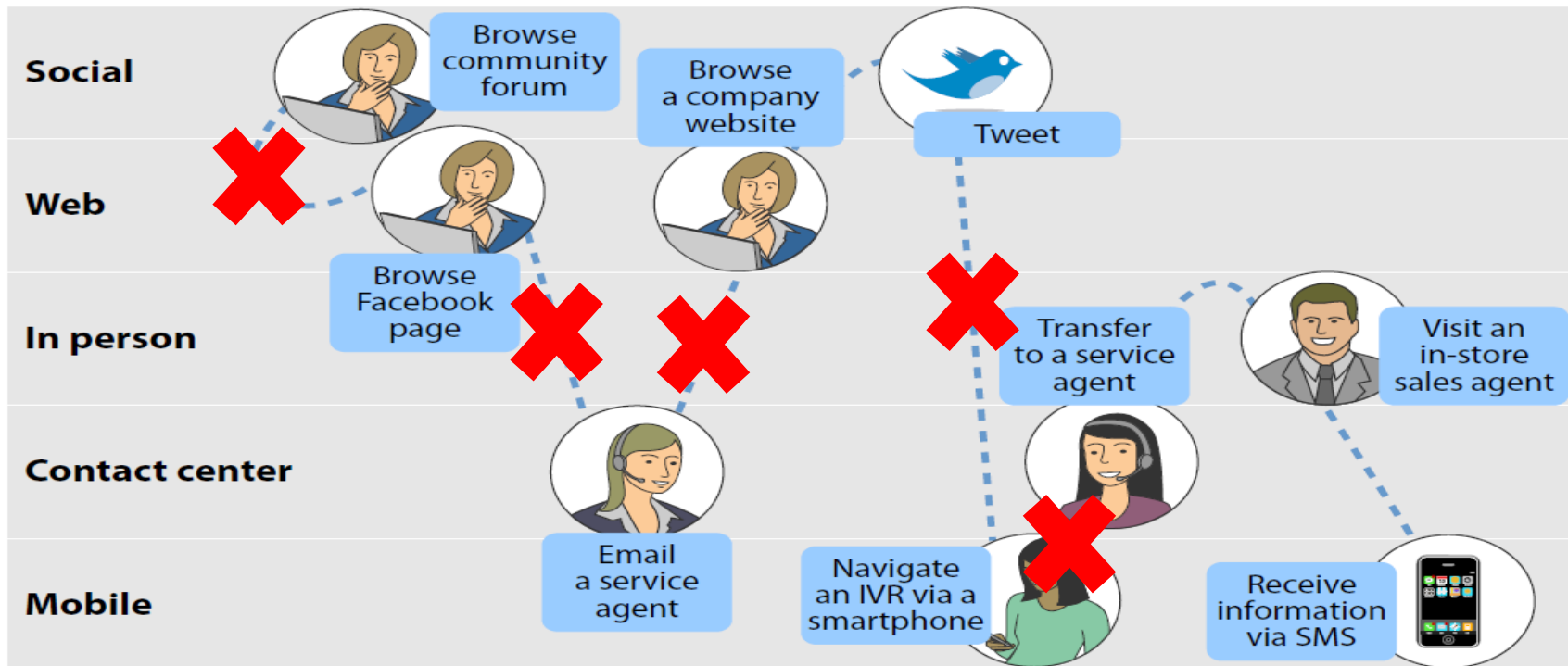


**Gartner**<sup>®</sup>

**“Im Jahr 2014 wird die Weigerung von Firmen, via Social Media zu kommunizieren, ebenso schädlich sein wie das Ignorieren von Anrufen oder e-mails ....”**

**Gartner®**

# Can you support a cross-channel customer journey?



# Interaction Chaos



# Was Contact Center-Kunden wirklich erwarten

BEDÜRFNISSE.  
ANSPRÜCHE.  
ERWARTUNGEN.



# Methodologie

- Die Umfrage lief zwischen 28. Februar und 25. März 2013.
- Insgesamt wurden **1407** Konsumenten und **453** Fachleute in den folgenden Ländern befragt :

Country	Customer Survey	Professional Survey
Australia	150	51
Brazil	150	61
Germany	152	52
North America	501	152
South Africa	152	51
Sweden	152	34
United Kingdom	150	52
Total Sample Size	1407	453

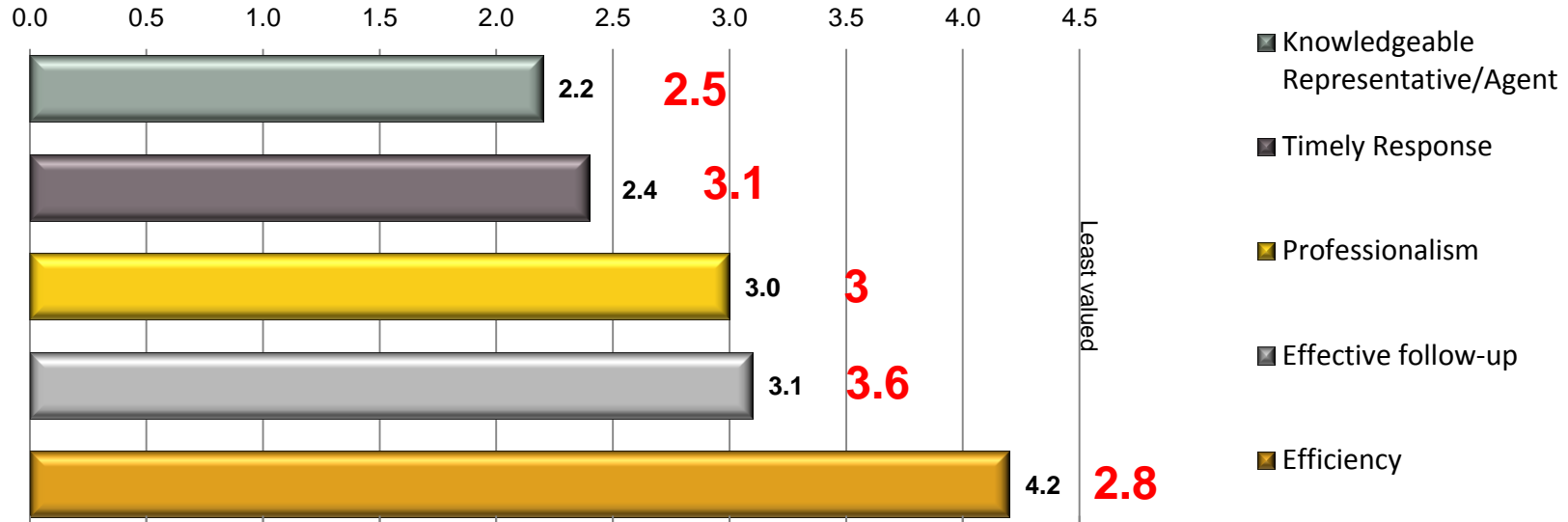
**“Welche Erwartungen haben Konsumenten an eine gute Kundendienstleistung?”**



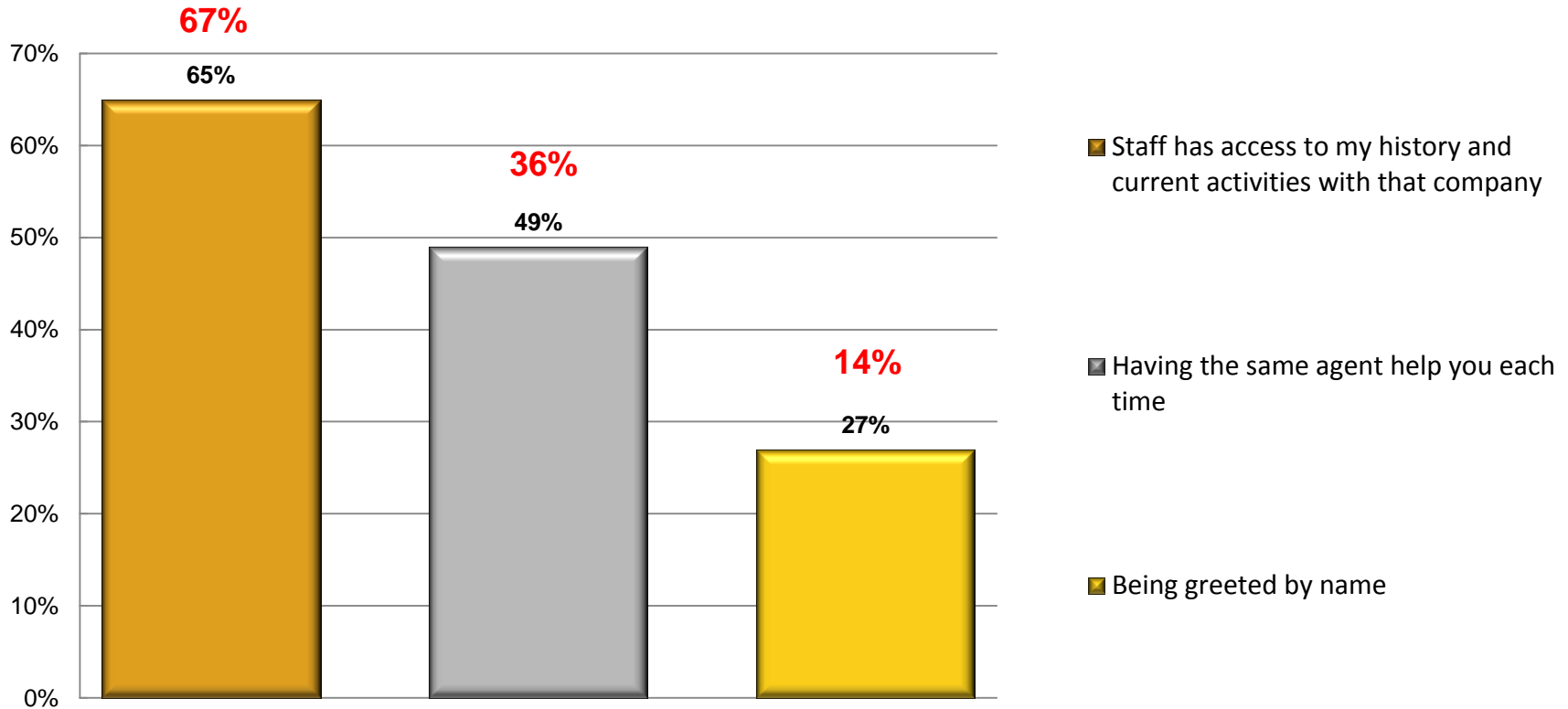
# Was ist am wichtigsten bei einer Kundendienstenerfahrung?

(Auf einer Skala von 1–5 entsprechen die niedrigen Ziffern dem höchsten Ranking)

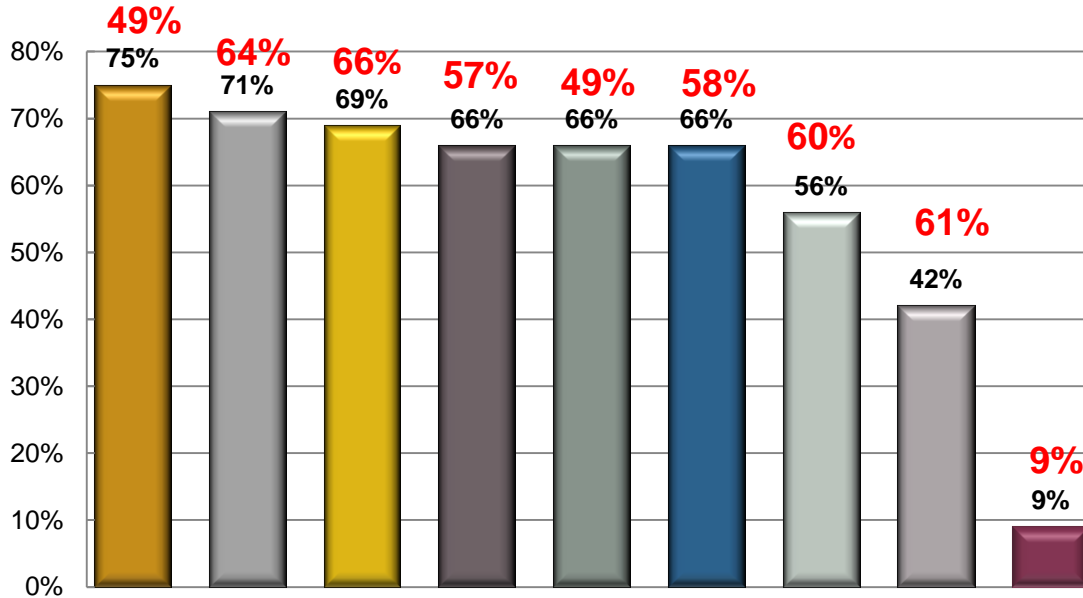
**Rote Zahlen = deutsche Resultate**



# Was ist für Sie bei wiederkehrendem Kontakt mit einem Kundenservice wichtig?

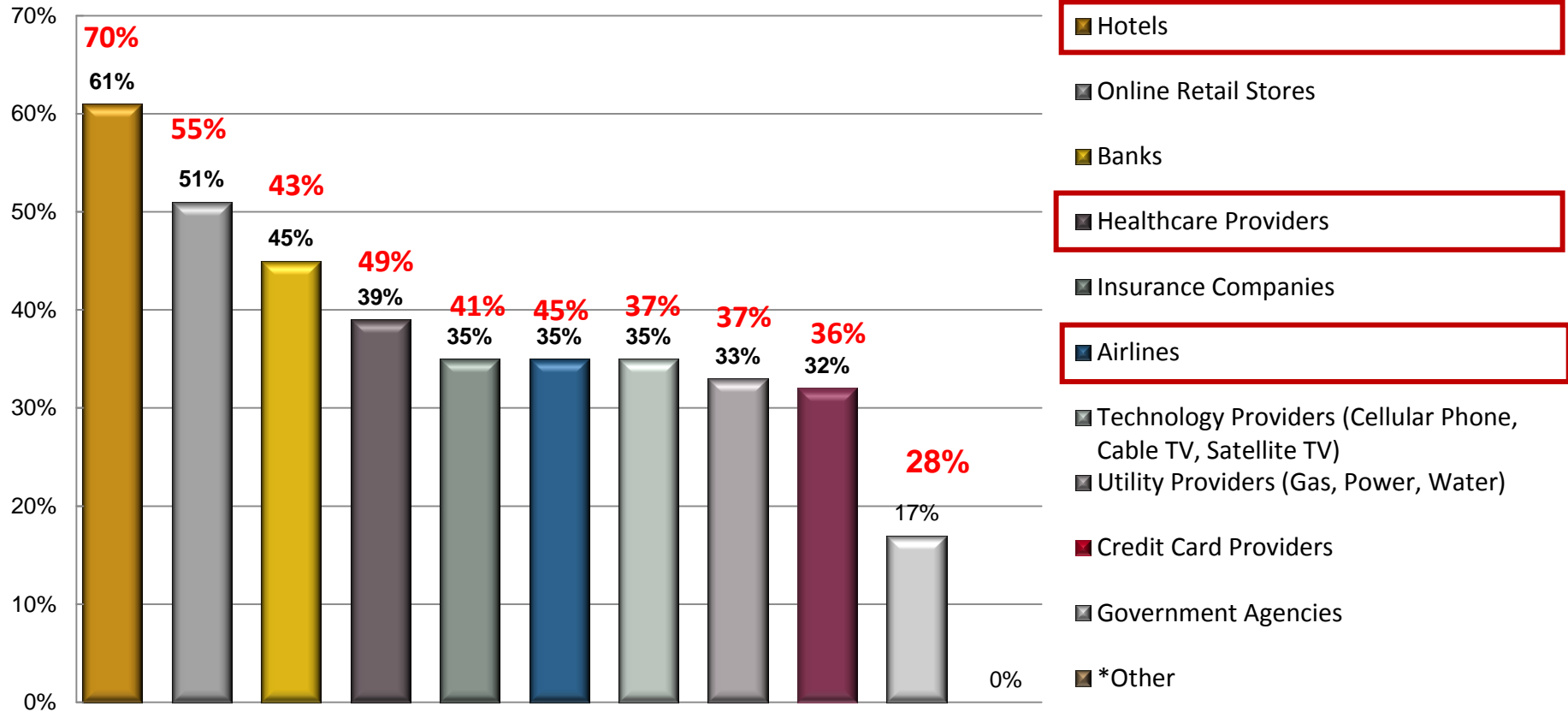


# Was ist das frustrierendste bei einer Kundendienst Erfahrung?

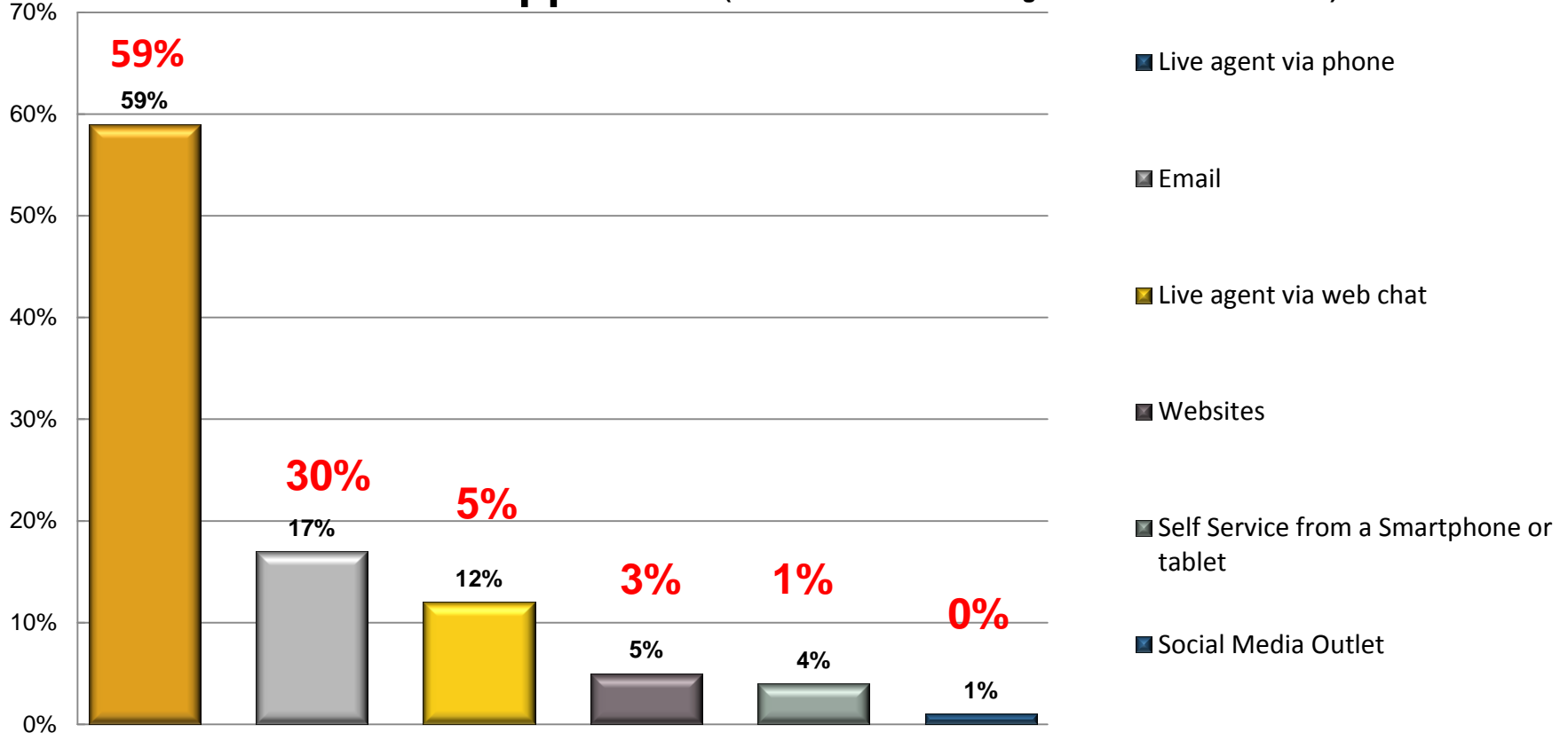


- When speaking on the phone you can't understand the agent
- Agent is condescending / demeaning
- Lack of effort from the agent
- Initial long wait time
- Being transferred multiple times before finding the right person to help
- Agent doesn't have the knowledge to answer my question
- Need to repeat information at different points of interaction
- Being put on hold during your interaction

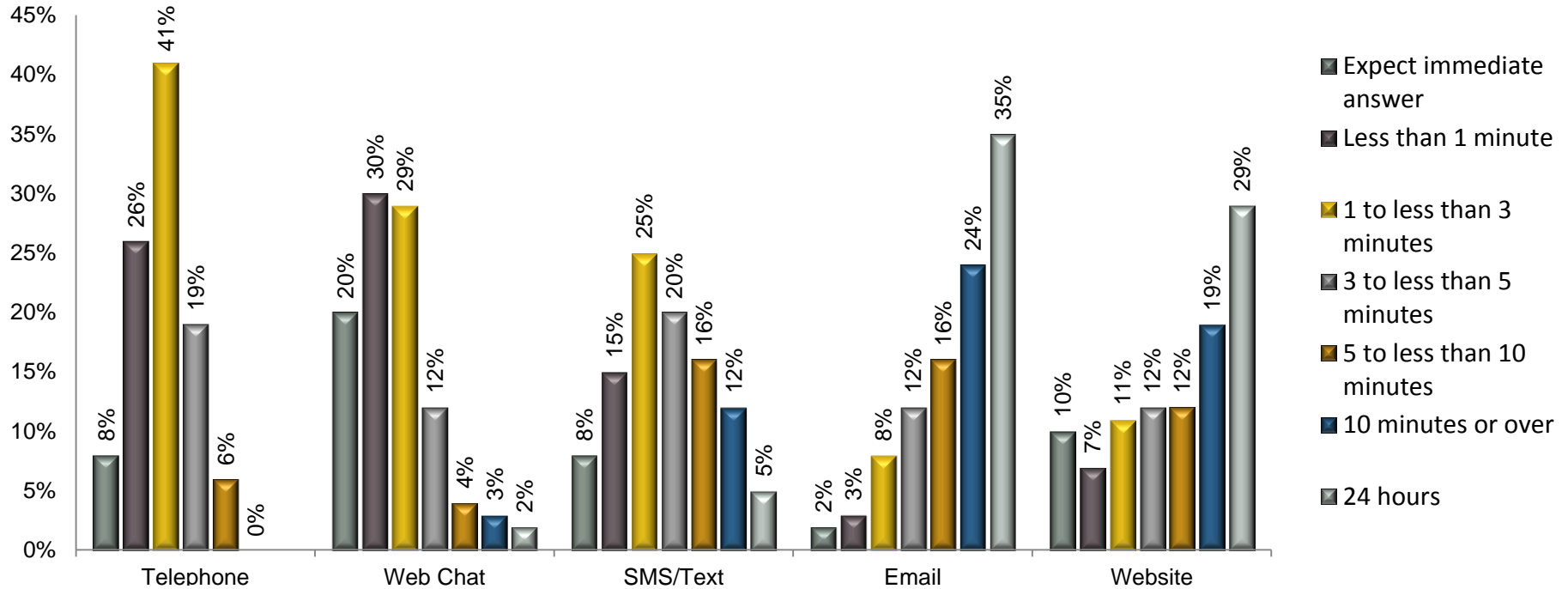
# Welche Branche liefert die beste Kundendienstleistung?



# Welche Art der Kommunikation bevorzugen Sie beim Kontakt mit einem Kundenservice oder Support? ? (Prozente für den bevorzugten Kommunikationskanal)

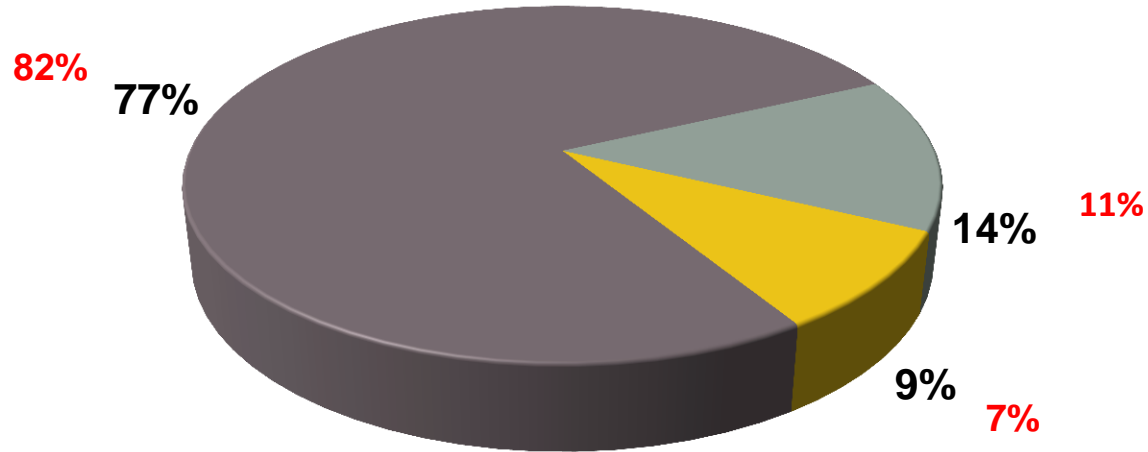


# Was ist eine angemessene Wartezeit bei einer Kundendienstanfrage bei den jeweiligen Kommunikationskanälen?



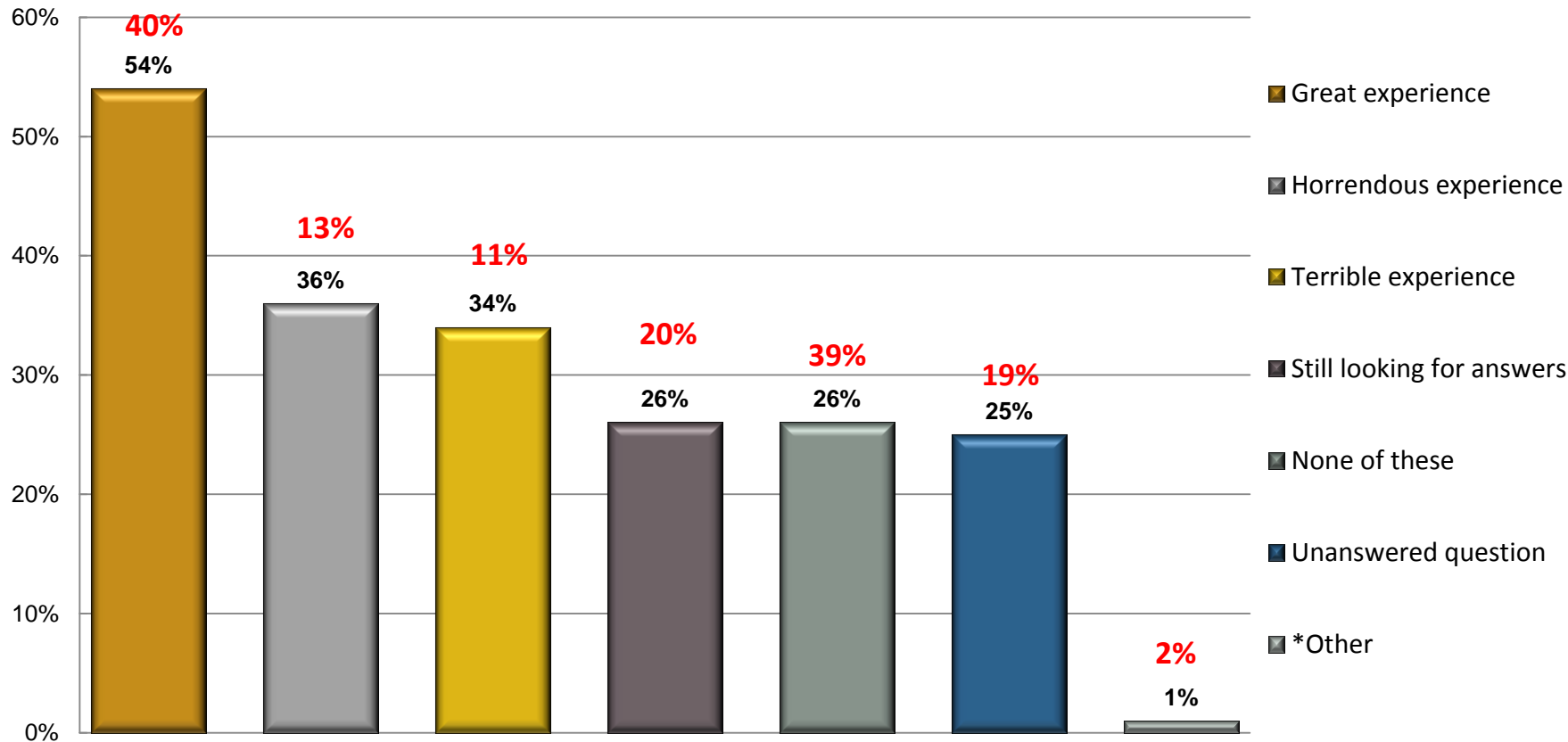
**25% aller befragten deutschen Konsumenten erwarten bei einem Webchat eine SOFORTIGE Antwort.....**

# Wären Sie bereit, für besseren Kundendienst zu zahlen?



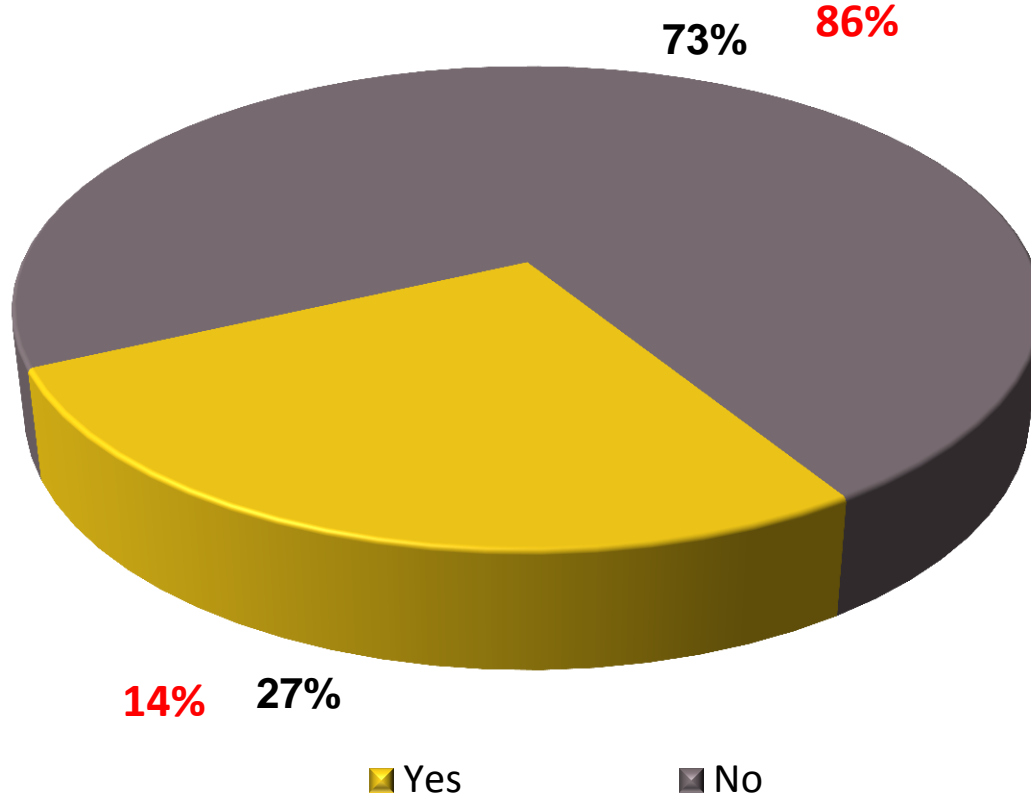
- No, I expect good service as part of doing business
- Yes, if reasonable
- Yes, for certain service providers

# Was würde Sie veranlassen, ein Kundendienststerlebnis auf einer social media networking site mitzuteilen?

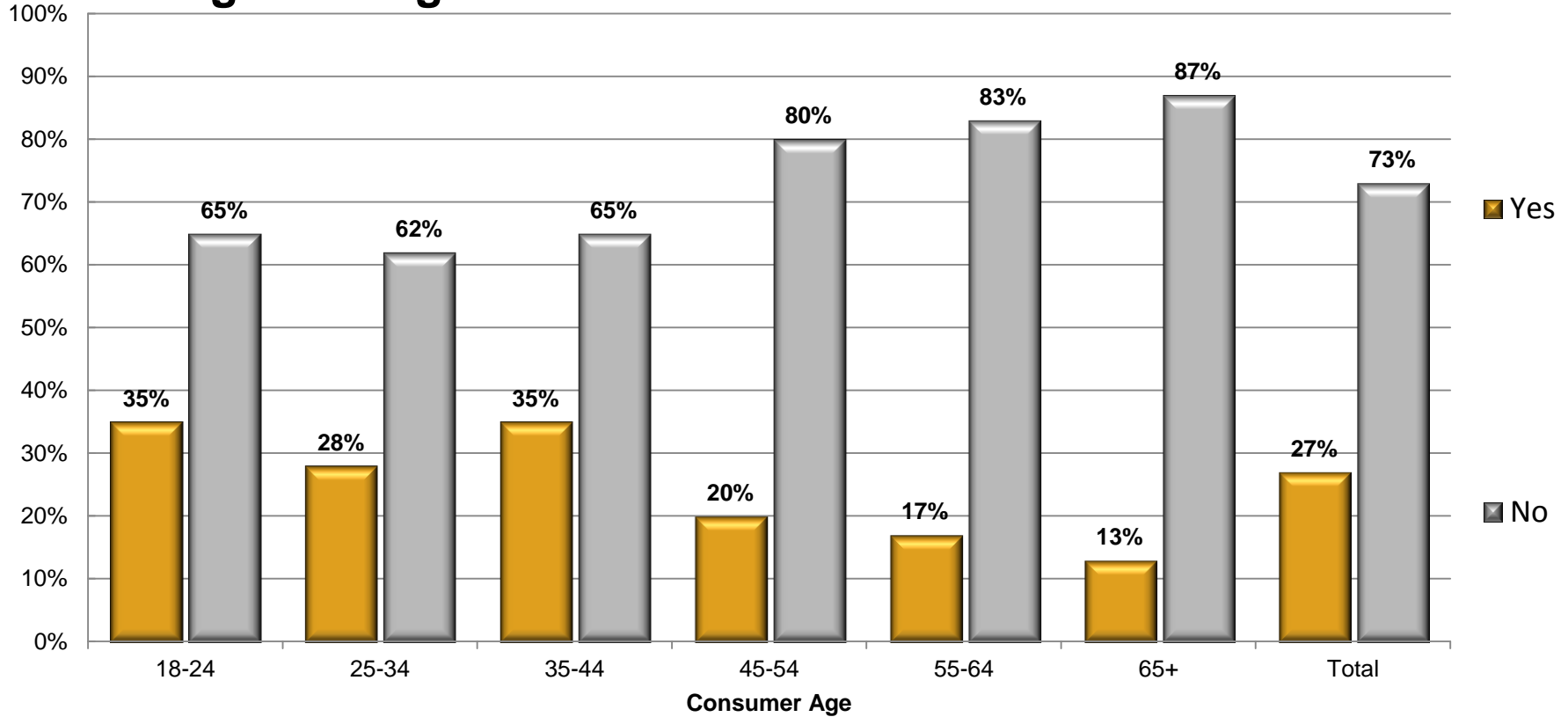




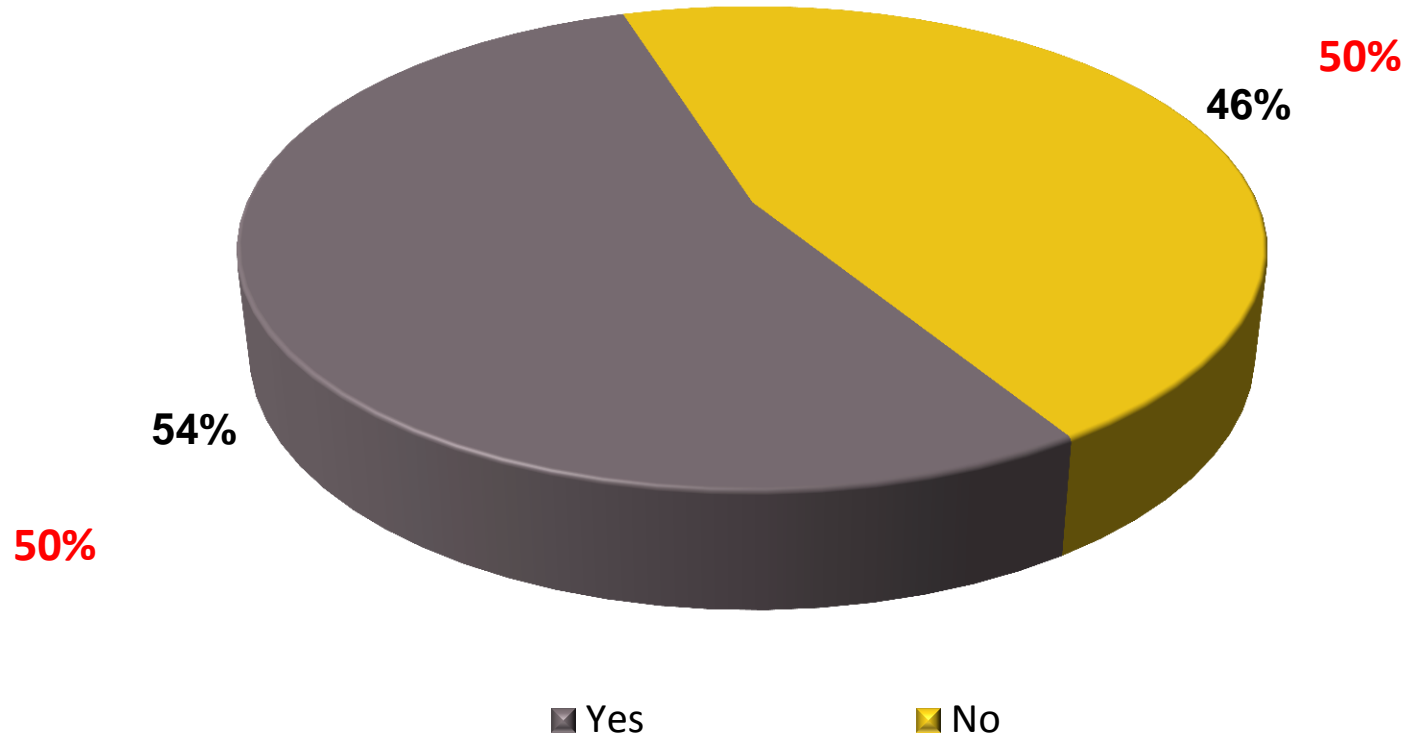
# Haben Sie je ein Kundendienstenerlebnis auf einer social media networking site mitgeteilt?



# Haben Sie je ein Kundendienststerlebnis auf einer social media networking site mitgeteilt?



# War die Antwort zufriedenstellend?



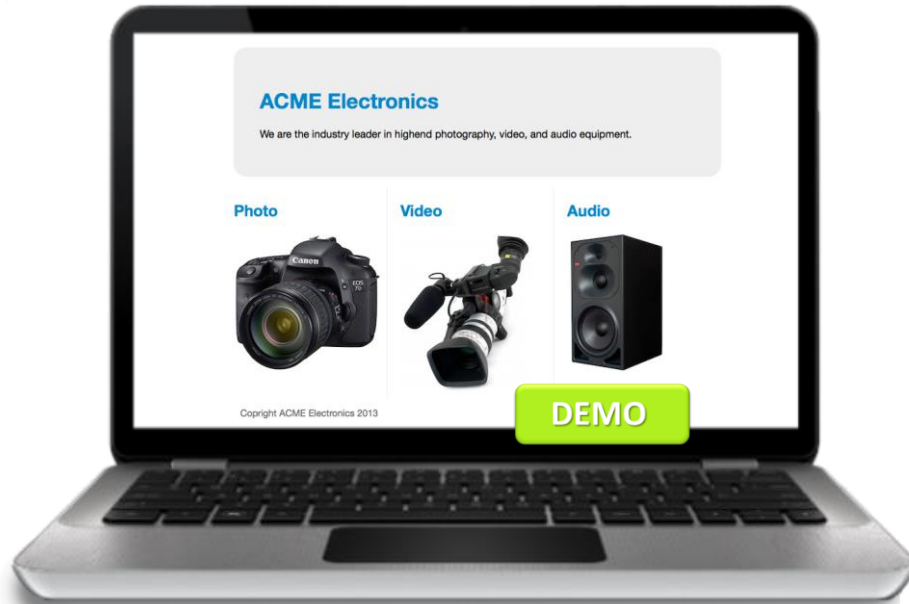
# Es besteht Bedarf nach einer besseren Kundenerfahrung

- **60%** der Kunden sind bereit, einen Aufpreis für ein Leistung zu bezahlen, welches eine bessere Kundendienstleistung bietet.
- **59%** probieren eine neue Marke oder ein neues Unternehmen in der Hoffnung auf eine bessere Serviceerfahrung.
- **86%** der Kunden wechseln aufgrund schlechter Erfahrungen im Service den Anbieter.

**Power to the people!**

Quelle:  
Harris Interactive, American Express

# Neue Video Kamera....\*\*\*\*\*!!!!!!



## New Customer Support Request

Please provide the requested information below so that we can help connect you to the best customer service agent.

**Product Type:**

Video

**Describe Problem:**

the new video recorder don't perform well..

Choose Your Agent

OR

Next Available Agent

[Back](#)

## Choose Your Agent

**Product Type:**Video ([change](#))

Modify the search criteria below to find the agent that you would like to work with.

 Show only previous agents
**Quick Search**

**Language**

- English  
 Spanish  
 French  
 German

**Camera Type**

- Pro Video  
 Camcorder

**Camera Brand**

- Canon  
 Sony  
 Panasonic

**Lens Type**

- Prime  
 Zoom  
 Telephoto  
 Macro

**Estimated Wait Time**

Sort by:  ▾**Tyren F.**

Support I  
 (8 years with company)

I got my first camera when I was 8 years old and have been hooked ever since! I love all new technology and digital photography.

**Wait time:**  
 5 minutes

★★★★★  
 (5 ratings)

**Ronnie P.**

Support III  
 (6 years with company)

Ronnie is an acoustical aficionado who's first love is broadcast engineering. She has spent time both as a radio DJ and as a radio engineer. Since then she has expanded her skills into video with a

**Wait time:**  
 10 minutes

★★★★★  
 (3 ratings)

**Chris P.**

Support III  
 (13 years with company)

Chris has loved electronics since childhood, when he built his first tuner from a kit from Radio Shack. Since then, he has pursued a career in electronics starting out in retail, and has since become a

**Wait time:**  
 15 minutes

★★★★★  
 (2 ratings)

**Rick M.**

Support I  
 (4 years with company)

I love movies, making movies, and the equipment used to make movies.

**Wait time:**  
 15 minutes

★★★★★  
 (6 ratings)

[← Back](#)**Ronnie Plachta**

Support III



(3 ratings)

**Wait time:**

10 minutes

### ▼ Skills

#### Skills

Camcorder

Amplifier

Sony

Turntables

Pre-amps

Streaming Video

Mixing Boards

Symphonic Acoustics

Soundproofing

A/V Receivers

Broadcast Studio Electronics

English

#### Certifications

RCA Certified Studio Engineer

### ▼ Education

#### Associates Degree in Audio Engineering

Maricopa County Community College

2000 - 2002

### ▼ Personal Bio

#### Bio

Ronnie is an acoustical aficionado who's first love is broadcast engineering. She has spent time both as a radio DJ and as a radio engineer. Since then she has expanded her skills into video with a focus on streaming video and A/V Receivers.

#### Interests

Radios

Old Microphones

#### Hobbies



[← Back](#)

## Review Service Request

**Ronnie P.**

Support III

(6 years with company)



(3 ratings)

Wait time:  
**10 minutes**

Please let us know how you would like to be contacted and review the information below. When you are done, submit the service request.

**Product Type:**Video [\(change\)](#)**Describe Problem:**the new video recorder don't perform well.. [\(change\)](#)**Preferred Contact Method**

- Phone  
 Email

**Your name:****Your email address:****Your phone number:**[Submit Service Request](#)

## Service Request Submitted



**Ronnie P.**

Support III

(6 years with company)



(3 ratings)

Wait time:

**10 minutes**

### Thank You

Your customer service request has been submitted. We look forward to helping you very soon.

*"Finde die richtige Person,  
mit den richtigen Skills,  
zur richtigen Zeit,  
über den richtigen Kanal."*



# Vielen Dank für Ihre Aufmerksamkeit

[www.inin.com/de](http://www.inin.com/de)



INTERACTIVE INTELLIGENCE

Deliberately Innovative

**Martina Knappe**  
**Head of Field Marketing – EMEA**  
**[Martina.Knappe@inin.com](mailto:Martina.Knappe@inin.com)**