



Central Taxis Motoring Ahead with Interactive Intelligence

Edinburgh's largest black cab taxi company, Central Taxis Ltd., aims to stay ahead of the pack using contact centre automation software from Interactive Intelligence.

([PRWEB](#)) February 9, 2005 -- Edinburgh's largest black cab taxi company, Central Taxis Ltd., is aiming to improve customer service and keep customers loyal using contact centre automation software from Interactive Intelligence Inc. (Nasdaq: ININ).

The software, called Customer Interaction Center® (CIC), will be deployed by the end of this quarter.

Central Taxis' investment of a substantial five-figure sum will see CIC supporting about 400 Hackney Cabs at any given time from its contact centre in the middle of Edinburgh.

Richard Brown, Interactive Intelligence's Managing Director for Europe, Middle East, and Africa (EMEA), said: "The taxi business is a hugely competitive industry where performance determines customer loyalty. With Edinburgh City Council currently licensing 1,260 black cabs and about 700 private-hire cars, things like rapid call handling help companies like Central Taxis differentiate themselves and stay ahead of the competition."

"CIC is twenty-first century technology with valuable reporting features," said Alastair Girvan, Central Taxis' General Manager. "It's familiar and easy to use because it's Windows-based. Having seen it working at other sites, we know CIC's features, such as skills-based call routing, will offer us immediate efficiency and productivity gains. We look forward to introducing a range of new customer-focussed services, like perhaps sending them SMS messages, based on the huge set of features the software offers."

CIC's features include multimedia routing and queuing, interactive voice response, screen pop, call recording, Web chat and more. It runs on a single, standards-based communications platform designed to reduce total cost of ownership and deliver rapid return on investment.

Central Taxis is a members' co-operative, so each member has a vested interest in building repeat business. It aims to provide fast, safe and reliable service, supplying a 24x7 booking service to match customer needs with available taxis.

The only taxi company in Edinburgh with a dedicated customer service department, Central Taxis boasts Investors In People (IIP) recognition (1), rare amongst U.K. taxi companies. More than 1,000 business and personal account holders, including some of Scotland's most prestigious companies and some of Edinburgh's top hotel groups, rely on Central Taxis' priority service.

Interactive Intelligence's master distributor, IDL, will configure and install CIC, and provide general project management assistance. IDL was selected for the project due both to its experience as an Interactive Intelligence partner, as well as to a long working relationship with Central Taxis.

In addition to installing CIC, which will replace Central Taxis' existing DOS/Unix-based STS Supercall software, IDL will also be responsible for integrating CIC to Central Taxis' new booking system from Auriga Communications Ltd., the UK's largest specialist supplier of taxi booking and dispatch systems. The Auriga



system, which was installed in December, successfully handled call volume that rose due to heavy rainfall during the first week of use to more than a third of the company's average 6,000 to 7,000 daily calls.

"We have worked with Central Taxis before, and have installed similar systems for other well-known cab companies," said Richard Betts, IDL's Managing Director. "These have resulted in huge efficiency increases, and the addition of new services. We look forward to bringing Central Taxis the same benefits and more. As one customer noted, the Interactive Intelligence software is limited only by imagination."

Notes to editors:

(1) Investors in People

Investors in People (IIP) is a UK national standard which sets out a level of good practice for training and development of people to achieve business goals. The Standard was developed during 1990 by the National Training Task Force in partnership with leading national businesses, personnel, professional and employee organisations such as the Confederation of British Industry (CBI), Trades Union Congress (TUC) and the Institute of Personnel and Development (IPD). The work was supported by the Employment Department. The experiences of the UK's most successful organisations, large and small, representing all sectors of the UK economy, were very positive and the Standard received the full endorsement of wide range of interested parties.

IIP provides a national framework for improving business performance and competitiveness, through a planned approach to setting and communicating business objectives and developing people to meet these objectives. The result is that what people can and are motivated to do matches what the organisation needs them to do. IIP is cyclical and aims to engender a culture of continuous improvement. (www.iipuk.co.uk)

About IDL

IDL is part of the UK-based Mettoni Ltd. group of companies. The company is a Master Distributor for Interactive Intelligence in the UK and Ireland, being one of the early adopters of the Interactive Intelligence product portfolio (1998). The IDL team comprises voice application design, integration, implementation and support teams, and boasts almost 20 years of experience in the voice applications field. (www.idl-mettoni.com).

About Interactive Intelligence Inc.

Interactive Intelligence Inc. (Nasdaq: ININ) is a global developer of business communications software for IP telephony, contact centre automation, unified communications, and customer self-service. The company was founded in 1994 and has more than 1,000 customers worldwide. Recent company awards include Software Magazine's 2004 Top 500 Global Software and Services Companies, and Network World Magazine's 2003 Top 200. Interactive Intelligence employs approximately 350 people and is headquartered in Indianapolis, Indiana, U.S.A. The company has 12 offices throughout North America, Europe and Asia. The EMEA corporate office is located in Uxbridge, England, and serves more than 250 customers throughout EMEA, including companies such as Cetelem, Skandia, and Telefonica. Its telephone number is +44 20 8867 3670; on the Web: <http://www.ININ.com>.

This release contains certain forward-looking statements that involve a number of risks and uncertainties. Factors that could cause actual results to differ materially are described in the company's SEC filings.

Interactive Intelligence Inc. is the owner of the marks INTERACTIVE INTELLIGENCE, its associated LOGO and numerous other marks. All other trademarks mentioned in this document are the property of their respective



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