



Midco Connections Selects All-in-One IP Communications Software Suite from Interactive Intelligence

Company selects software to provide outsourcing customers with new multichannel, self-service, and reporting capabilities

INDIANAPOLIS and SIOUX FALLS, S.D., April 5, 2010 – Midco Connections has purchased the Interactive Intelligence (Nasdaq: ININ) all-in-one IP communications software suite, Customer Interaction Center (CIC).

Midco is replacing its existing communications system with the Interactive Intelligence software to better accommodate growth and to offer its outsourcing customers with new multichannel, self-service, and reporting capabilities. "As we began plans to move into additional vertical markets beyond our core catalog outsourcing business we questioned whether our existing communications system could accommodate the growth or the services we wanted to offer to attract new business," said Midco Connections' general manager, Cordell Brooks. "We believed our existing vendor's offering had become stagnant."

Midco Connections selected CIC over 10 vendors responding to Midco's request-for-proposal. Minneapolis-based Avtex (www.avtex.com), an Interactive Intelligence Elite Partner with additional offices in Georgia, Iowa, Ohio, Tennessee and Wisconsin, assisted with the RFP and served as the primary sales channel. Avtex will provide Midco with deployment services and ongoing support for CIC.

"We ultimately chose CIC because Avtex most effectively addressed our questions and concerns about scalability and functionality requirements," said Midco Connections' IT manager, Brian Tuley. "They demonstrated how the Interactive Intelligence solution could most simply and cost-effectively handle our need for agents assigned to multiple workgroups, each with separate reporting and statistics criteria."

When deployment is complete, Midco will use CIC to support about 350 business users and call center agents located at its Sioux Falls headquarters. CIC will provide Midco with IP-based switching, skills-based and multichannel routing (including voice, e-mail and Web chats), interactive voice response with text-to-speech, real-time supervision, and customizable reporting.

Midco also plans to deploy CIC add-on applications for automated post-call customer satisfaction surveys and for multichannel recording and quality monitoring. "We're looking forward to expanding our services by offering more communication options, coupled with tailored reporting capabilities," Brooks said. "We anticipate CIC's depth and breadth of features will help us improve customer service and win new business."

About Midco Connections

Based in Sioux Falls, S.D., Midco Connections is an outsourced contact center that serves customers largely in the retail industry. With more than 350 employees, calls are handled professionally 24 hours a day, 365 days a year. Behind the strength and resources of parent company Midcontinent Media, Inc., Midco Connections has T1 lines to all major carriers, high-speed Internet access, and all other resources needed to send data and communications flowing smoothly around the world. For more information about Midco Connections, visit www.midcoconnections.com, or call 1-800-843-8800.

About Avtex Solutions, LLC

Avtex, a leading unified communications solution provider, specializes in development, design, deployment and support for multimedia contact center, IP telephony, messaging, enterprise-wide collaboration, emergency notification and network solutions. An Interactive Intelligence Platinum Elite Partner and Microsoft Certified Gold Partner, Avtex staff includes software developers, systems engineers, network engineers, system design consultants, project managers, customer support personnel and field technicians. Avtex, a division of the Pohlad Family of Companies, supports over 650 customers across the United States and in six countries. Based in Minneapolis since 1971, Avtex has additional offices in Milwaukee and Appleton, Wis., Des Moines, Iowa, Cincinnati, Ohio, Nashville, TN and Atlanta, Ga. Avtex contact information: 800.323.3639; website: www.avtex.com

About Interactive Intelligence

Interactive Intelligence Inc. (Nasdaq: ININ) is a global provider of unified business communications solutions for contact center automation, enterprise IP telephony, and business process automation. The company was founded in 1994 and has more than 3,500 customers worldwide. Interactive Intelligence is among Software Magazine's top 500 global software and services suppliers, is a BusinessWeek "hot growth 50" company, and is among Fortune Small Business magazine's top 100 fastest growing companies. The company is also positioned in the leaders' quadrant of the Gartner 2008 Contact Center Infrastructure, Worldwide Magic Quadrant report. Interactive Intelligence employs approximately 650 people and is headquartered in Indianapolis, Indiana. It has 14 offices throughout North America, Latin America, Europe, Middle East, Africa and Asia Pacific. Interactive Intelligence can be reached at +1 317.872.3000 or info@inin.com; on the Net: www.inin.com.

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