

# Interactions Case Study



*Integrated web services and multi-media demonstration make complicated process easy to understand for potential customers.*

## Overview

Interactions, Inc. is a service provider delivering a unique solution to the call center market that decreases support costs while dramatically improving the customer experience. It automates a wide variety of processes never before imagined, going far beyond touch-tone menus and speech recognition to Intent Recognition™. This cutting edge technology enables customers to converse as if they were speaking to a live agent. The company was challenged with how to explain and demonstrate its high-tech service in a clear way. It also wanted to enhance users' experiences on its web site ([www.webinteractions.net](http://www.webinteractions.net)).

## Challenge

Through discovery workshops and assessment meetings, Quest and Interactions determined design requirements and developed a project plan with task lists and timeframes. The discovery process was instrumental in revealing a need to go beyond the initial request for design enhancements. A thorough analysis determined it was also necessary to enhance the overall application database and code structures to meet project goals. Quest developed an initial set of design composite templates within Interaction's established branding guidelines and structure. After Interactions selected its template of choice, Quest developed the new site and demonstration.

## Solution

Quest developed a solution to graphically enhance the website and develop a 3D, multi-media interactive demonstration of how Interactions' process and service is delivered to customers.

## Results

Quest completed and enhanced the Interactions web site by implementing an interactive design solution with refined navigation, a structured user interface, cutting edge design and customized multimedia functionality. The new site supports keyword marketing, site optimization, interactive multimedia components, and integrated audio. The new web site's design complements the Interactions brand by capturing the integrity of their service revolution. The demonstration is a 3D, interactive cube with a different part of story on each of the four sides. It utilizes the same technology used by Pixar for animated films and is an effective tool to help Interactions sell its unique service. The demonstration took a complicated process that was difficult to envision and made it easy to understand.

## Technology

- Integrated web services/backend: .NET environment
- Design of 3D demo cube: Autodesk Maya
- Rendering of final images: Pixar's RenderMan For Maya
- Animation on the web site: Adobe Flash
- Videos and audio: Adobe Premiere