

EzyTouch to meet specific needs of SMEs

By RUPA DAMODARAN

HAVING a call centre where companies interact with their customers is no longer the domain of just large firms.

Small- and medium-sized enterprises (SMEs) can now use the same services as they seek an edge over their competition.

This is where IPVox Sdn Bhd comes in. Its call centre solution, EzyTouch, has been designed to meet the specific demands of the SMEs.

"It is based on four key pillars including affordability, broad functionality, simplicity of implementation and faster return on investment," chief executive officer Rodney Yap said in an interview with Business Times in Kuala Lumpur.

The company bases its product on a technology called Voice over Internet Protocol (VoIP). VoIP allows phone calls to be made over the Internet, which drastically lowers call charges.

For a five-agent operation priced at RM48,888, EzyTouch will offer SMEs a feature-rich call centre that can help them manage customer interaction.

"With its broad functionality focusing on SME requirements, it is effective for service organisations such as logistics, financial services, hospitality and government departments," Yap said.

IPVox had proposed EzyTouch to 12 companies in Malaysia and the region and expects to finalise three orders shortly.

The success of the solution developed by his Multimedia Super Corridor-status company can be seen in its re-



YAP: 'EzyTouch has been designed to meet the specific demands of the SMEs'

cently-launched call centre solution in Saudi Arabia.

"Capitalising on the growth of customer service centres, we embarked on a bold initiative in developing a fully-Arabised version of EzyTouch to meet the local demands of the SMEs in West Asia," he said.

Through its partnership with CASE, a company offering information and communication technology applications based in Riyadh, IPVox hopes to extend the reach of the local technology to the region.

"We're also moving into Thailand and have established two distributors for our Thai version of the solution, apart from tapping similar opportunities in Hong Kong, Taiwan, China and Australia," Yap said.

In all, it has four language versions of the software solution — Arabic, Thai, Chinese and English.

"Our revenue growth will be more export-based going forward and we expect the overseas market to contribute about 55 to 60 per cent by end 2006 from the current 10 to 15 per cent," he added.

The markets he is targeting are West Asia, Thailand, Singapore and Europe.

Profit, which totalled RM700,000 last year, is expected to be slightly less this year because of the company's current focus on research and development.

"Next year when we put in our marketing strategies in place, we expect profit to grow between RM1 million and RM2 million," Yap said.