

BY SHOM TEOH

IPVOX Sdn Bhd, a homegrown specialist in callcentre solutions has unveiled EzyTouch, a low-cost callcentre application designed specifically for the needs of small- and medium-sized enterprises (SMEs), as well as discreet departmental callcentres.

According to the MSC-status company's chief executive officer, Rodney Yap, customers nowadays are spoilt by the high quality of callcentre support services provided by multinational companies, which raise the expectations for SMEs to follow suit.

"However, the high costs and complexity of implementing a callcentre solution are often deterrents for the price-sensitive SMEs," said Yap.

"EzyTouch is an affordable all-in-one contact centre solution built on

open-source and open systems, which is also very easy to use."

The solution is pre-packaged with hardware and software, thus reducing complexity while ensuring faster implementation and speedy return on investment, he claimed.

According to Yap, the solution offers many differentiating features compared to similar-cost solutions of IPVox's competitors.

Firstly, the solution can handle both inbound and outbound calls, as well as voice recording.

"Typically, a business will need to purchase three different solutions to perform each of those functions, thus increasing the total cost of ownership," Yap said.

EzyTouch's skills-based routing

feature can automatically route calls to the appropriate person depending on the caller's identity.

"For example, the system will channel calls from a premium customer to a higher-level staff who has the skills to satisfy the demands of that customer," explained Yap.

The solution is claimed to be compatible with all brands of PBX systems and can run on a traditional analogue or an Internet Protocol environment.

Other features include a Web-based configuration tool, real-time information on call queues and agent performance, as well as multichannel (voice, e-mail and fax) and multilingual capabilities.

For a five-agent operation, the



Yap: Customers now expect high-quality callcentre support services from SMEs too.

Homegrown callcentre solution for SMEs

EzyTouch solution is priced at RM48,888.

It is available in English, Arabic, Thai and Chinese, while a Japanese version is in the pipeline.

MSC Management Services Sdn Bhd, a wholly owned subsidiary of Multimedia Development Corporation (MDC), is the first organisation to implement EzyTouch.

Formerly Envox Sdn Bhd, IPVox has also forged a partnership with Computer Advanced Systems Established (CASE), a Saudi Arabian company, to distribute EzyTouch in the Middle East.

"We estimate 50%-65% of our revenue coming from export markets, particularly the Middle East," Yap added.

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