

# Envox sees rise in revenue on iPCX launch

■ By HAMISAH HAMID

MULTIMEDIA interactive software applications provider En-

voxa Asia Sdn Bhd expects revenue to grow from RM837,000 last year to RM3.5 million this year, spurred by the newly-launched iPCX, a home-grown call and contact centre solution.

Envox Asia chief executive officer Rodney Yap said the growing importance of contact centres in delivering quality customer services is expected to push up Envoxa Asia's revenue to RM5 million in 2005.

Sales in Malaysia will contribute the bulk, or 35 per cent, of the total revenue, while the rest will come from Europe and Asia-Pacific countries.

"We registered a RM230,000 profit last year following our decision to move beyond technology support activities.

"This year, we anticipate a profit of between RM800,000 and RM850,000," he told a media conference in Kuala Lumpur yesterday.

Multimedia Super Corridor-status Envoxa Asia, founded in 2000, offers Envoxa interactive voice response (IVR) platform and iPCX solution as well as software maintenance, consulting services, systems integration and training.

It is currently a leading provider of IVR systems in Asia Pacific, with customers from public and private sectors in countries like Singapore, Thailand, Australia, China, Japan and India.

Yap said in Malaysia, Envoxa Asia has installed Envoxa IVR systems for Health Ministry's Clinical Research Centre, Call-

biz (M) Sdn Bhd and a leading

telecommunication company.

The company expects to rope in four more customers this year.

Envox Asia's newly-developed iPCX contact centre solution, meanwhile, is a multimedia interaction application that delivers skill-based routing, web-based monitoring and configuration tools.

Yap said the solution meets the market needs as companies can leverage on their customer base through its web-based and multi-channel capabilities, using a single platform. This is made possible with Envoxa Studio, a flexible converged communications platform which iPCX is built on.

Envox Asia is targeting its iPCX at mid to large contact centres in the pharmaceuticals, hospitality, distribution, manufacturing, health and financial services industries.

Yap defines the mid-market in Malaysia as a contact centre up to 50 seats, either departmental contact centres, branch offices or helpdesks.

He said Envoxa Asia has so far invested RM1.2 million in the development of iPCX, manpower and others.

The iPCX made its presence in Europe this month, while the solution will be in Malaysian market in August.

Last month, Envoxa Asia has teamed up with a Swiss-based international solution supplier, Ascotel AG, to distribute iPCX in Europe.

Yap said analysts estimate the European call and contact centre sector to grow by 24 per cent by 2008.