

corporate

Envox Asia expects to earn RM3.5 million revenue this year

KUALA LUMPUR July 4 - Envov Asia Sdn Bhd, a call and contact centre solutions provider, expects to earn a revenue of RM3.5 million from RM837,000 recorded last year, its chief executive officer, Rodney Yap, said Thursday.

"We expect Malaysia to be the major revenue earner, contributing 35 percent to our total revenue in 2004," he said.

Envov also expects its first European venture with Ascom, a leading solutions suppliers, to contribute largely to its revenue this year, he said.

The Sweden-based company has agreed to partner up with Envov to distribute the iPCX, a first-of-its-kind-home-grown call and contact centre solutions, to the European market.

Ascom has subsidiaries in 23 countries with Europe being its largest market do date.

Last year Ascom achieved global sales amounting to US\$1.2 billion (RM4.56 billion).

The agreement between Envov and Ascom was signed last month and took effect Thursday, he said.

The iPCX Contact Centre Solutions was constructed on an extremely powerful, highly flexible converged communications development platform called Envov Studio.

The solution is a graphic-user interface (GUI) based development platform that enables creation of multimedia messaging applications without writing a single line of code.

This allows for a high degree of customisation, thus easily mapping into customers requirements.

"Basically, the iPCX is an all-in-one product for contact call centres," Yap said.

Currently, there were no iPCX system in the local market as the company wanted to introduce the solution in Europe first before

launching it here in August, he said.

In the local market, Envov is targeting medium size companies, for its interactive voice response (IVR) platform where customer calls could be redirected to proper representatives.

Yap said the cost to acquire the IVR would depend on the size of a company.

"Let's say that a company has 10 dealers, then we would charge between RM200,000 and RM250,000 for our system," he said.

The cost of setting a call and contact centre provided by Envov is much more competitive compared to other companies, which could run up to at least RM500,000 per unit.

He said the company aims to increase that number to four companies this year from its current three companies.

"So far our three clients are the Clinical Reseach Centre, which is a part of the Ministry of Health, Callbiz and a big telco firm whose name I am not at liberty to disclose at the moment," he said.

He also said based on the company's performance for the past few years, he targetted revenue to grow to RM5 million by Dec 31, 2005.



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