

Envox launches iPCX

By Fintan Ng

ENVOX Asia Sdn Bhd, an MSC-status provider of multimedia customer interaction software applications, has launched its call and contact centre solution iPCX in Europe in a partnership with Swiss-based solution supplier Ascom.

"The iPCX is an all-in-one box solution that is cost-effective and easy to install," its chief executive officer Rodney Yap said at a media briefing in Kuala Lumpur in conjunction with the launch last Thursday.

Yap said the iPCX was targeted at mid-to-large contact centres in the pharmaceuticals, hospitality, distribution, manufacturing, health

and financial services industries.

He said Envox now had three interactive voice response customers (IVR) – Clinical Research Centre of the Ministry of Health, CallBiz (M) Sdn Bhd and a telecommunications company. He said it would have another three to four customers this year.

Yap expected Envox to post a revenue of RM3.5 million in the year ending Dec 31, 2004 from RM837,000 last year. He said 50% of the revenue would come from the Malaysia, Singapore and Thailand IVR markets.

He said Envox expected its foray into Europe to result in a 200% revenue growth of RM1.70 million by end-2005.