

# Contact centre tool for business

By FOO EU JIN (fej@mstp.com.my)

ENVOX Asia Sdn Bhd plans to deploy its contact centre solution, iPCX, at more mid- to large-sized companies to help them boost productivity and reduce cost of operations.

Its chief executive officer Rodney Yap said many clients have reported increased business transactions with reduced resource while consistently maintaining high quality customer service.

He added that the contact centre solution is designed and built on top of a converged communications platform.

"It is able to match closely to an enterprise's practices and processes, and enables a high degree of proactive marketing in various channels. This allows it to enhance the customer's touch points and provide effective outbound proactive marketing, all on a single platform," he said in Kuala Lumpur.

Yap said the return on investment reported by clients shows that contact



*Yap: Cost-savings.*

centres represent tremendous cost-saving opportunities. The company, he said, has to date spent a total of RM1.3 million to enhance iPCX. "On a monthly basis, we are spending an average of RM150,000 on research and development to fine-tune the product."

The solution is targeted at government agencies, hospitals, finance companies and hotels.

To boost staff strength of the local office, Envoy plans to employ additional sales and technical staff by year-end, Yap added.