

Homegrown contact centre solution touches down in Europe

MORE Malaysian technology workers are making their presence felt globally, the latest being the team at the Kuala Lumpur office of Envov Asia (www.envovasia.com), which developed the *iPCX* contact centre solution.

The homegrown software has penetrated the European market, and is now deployed by medium and large contact centres.

Voice-enhanced communications solutions provider Envov Asia was responsible for delivering *iPCX* last December to Alpha Repartition, a RM1.3bil pharmaceutical distribution company in Belgium with over 1,200 customers.

"The *iPCX* solution was developed by our group of homegrown workers, and we are proud of what they have achieved," Rodney Yap, chief executive officer of Envov Asia, told the media in Kuala Lumpur last week.

"It is the only contact centre solution that was designed and built on top of a converged communications platform. It can match very closely to an enterprise's practices and processes, and enables a high degree of proactive marketing in various channels.

"This allows the enterprise to enhance its customer 'touchpoints' as well, providing highly effective outbound proactive marketing – all on a single platform," he claimed.

Since its installation, *iPCX* has enabled the Alpha contact centre to handle a 33% increase in call traffic, or 55 calls per hour.

Despite the higher call traffic, the multimedia interactive contact centre solution has allowed the company to reduce the number of customer service representatives from 20 to 16.

"With the cost of hiring an agent in Europe at RM17,390 (3,700 euros) per month, the *iPCX* solution has reduced Alpha's operational costs by RM69,560 (14,800 euros) per month," claimed Yap.

"At this rate, the entire investment in the contact centre will have paid for itself in less than one year.

"The return-on-investment (ROI) truly highlights the fact that contact centres do present tremendous opportunities to save money. Even minor efficiency improvements can generate tremendous operational savings in a short period of time," he added.

The *iPCX* contact centre solution was built on *Envov Studio*, a communications development platform.

