



Press Release For Immediate Release

For more information, contact:

Kunalan
Resonance Communications Sdn Bhd
Tel: (603) 2164 4573
Fax: (603) 2164 4605
Email: kunalan@resonancepr.com

Lorna Thong
IPVox Sdn Bhd
Tel: (603) 6203 5882 x 103
Fax: (603) 6203 5881
Email: lorna@ip-vox.com

IPVox develops first truly SME call centre application

IPVox' call centre application designed with the SME business issues in mind

KUALA LUMPUR – 23 November, 2005 – IPVox Sdn Bhd, an MSC status, specialist call centre solutions provider, announced today the premiere of the truly small and medium enterprise (SME) call centre application, EzyTouch. The EzyTouch application is currently the world's first such solution positioned specifically for the discreet departmental call centres and SME environment. This solution built on open source delivers unprecedented affordability with all of the rich and robust functionality expected in higher end call centers.

According to chief executive IPVox Sdn Bhd, Rodney Yap, "EzyTouch was designed specifically with the needs of the SME's in mind. Leveraging the knowledge and experience gained from our first generation call center, application, research and development was focused on delivering affordability, simplicity of implementation and a broad functionality. Key to success in today's SME market is low cost solutions with fast implementations and faster return on investment. Those are the value propositions that EzyTouch delivers".

Researched and developed wholly in Malaysia, under the auspices of the Multimedia Super Corridor (MSC), IPVox' EzyTouch application complements most service organisations in the SME sector such as logistics, financial services, hospitality and government departments.

“On the enterprise side, EzyTouch is also deployable in discreet departmental call centres for functions such as help desk or outbound telemarketing for bill collections and pro-active marketing. With the EzyTouch solution average expected returns on investment are realised within a year of implementation. Post implementation and maintenance costs are also very attractive from a cost point of view for the SMEs”, explained Yap.

Strong global call centre growth

With customer expectations becoming increasingly sophisticated and filtering down to the smaller organisations and department level operations, additional factors including the advent of relatively affordable technology and communications, opening up of borders, and the influx of foreign competition in hitherto protected markets has created an environment of intense competition.

“We are very excited about the strong growth in the next five years in the call centre market. Decreasing costs and increasing telecommunications bandwidth is now making solutions like EzyTouch highly affordable to the smaller enterprises, which require a hardy, best fitting solution with a faster return on the investment. It was imperative that we were one of the first to market with this solution”, continued Yap.

In a recent report, analyst organisation Frost and Sullivan, estimated the Compounded Annual Growth Rate (CAGR) of the Internet based customer relationship management (ICRM) segment, of which call centres is a major component, to grow 13% year on year from 2003 to 2010. Much of the growth is being fuelled by the strong trends in business process outsourcing (BPO), call centres and adoption of best practices in customer relationship management.

Call centres applications are expected to grow at similar rates worldwide with growth rates in the Middle East, Asia and Europe exceeding these figures. Furthermore as much as 46% to 50% of the growth in Europe, Middle East, Africa (EMEA) and Asia will be fuelled by small and medium sized call centres.

With trends in marketing including outbound pro-active marketing campaigns as well as customer relationship management gaining momentum, small and nimble call centres are fast becoming a key differentiator in a highly competitive environment. “Up until now, SME business owners and departmental call centres managers have had to try to scale down large enterprise level call centre applications for their needs. Not only were costs prohibitive but often the technology became redundant as the smaller call centre did not require the complex environment provided by the enterprise call centre application”.

Developed entirely in Malaysia, the incubation of EzyTouch was approximately twelve months with many of the features and functions guided by feedback and commentary from the market.

Unrivalled affordability and open standards

The second-generation solution from IPVox, offers unrivalled affordability at a recommended price of RM 48,888 for a five agent operation. The platform also enables integration with a variety of operational systems as well as easy implementation making this an ideal solution for the SME market. Primarily used for inbound call centre functions, EzyTouch also allows for outbound calls as well as skills based routing, auto attendant and voice logging for training and agent monitoring purposes.

An interactive voice response (IVR) module is an optional feature with the EzyTouch solution. Available in Malaysia immediately, EzyTouch will be distributed world wide by value added resellers (VARs) and specialists partners. IPVox has similar relationships and agreements in the region including Thailand, Middle East, Europe and Hong Kong.

###

About IPVox Sdn Bhd

IPVox Sdn Bhd (formerly known as Envov Sdn Bhd), a Multimedia Super Corridor (MSC) status company, is a leading provider of multimedia customer interaction software applications for companies in Asia Pacific. Headquartered in Kuala Lumpur, Malaysia, the company was founded in year 2000, with another sales office located in Singapore. IPVox has value added reseller (VAR) partners in 12 countries. IPVox has successfully developed a contact centre solution for the small-and-medium sized enterprises.

IPVox' contact centre solutions offer small-and-medium sized enterprises the robust functionality and multi-channel customer interaction capabilities that are vital in today's customer centric market. To address the fast-emerging markets, easy-to-use features with customisation capabilities enable smaller contact centres to compete effectively and professionally in an increasingly competitive environment. IPVox delivers its solutions through a global network of partners including value added resellers (VARs), systems integrators (SIs), service and solutions partners, internet service providers (ISPs), application service providers (ASPs) and consultants. For more information, visit www.ip-vox.com.