



success » story

GNUF.com creates a European-wide online gaming community with unrivalled 24/7 customer service by using the *intelligentContact™* approach to communications.

Working with PA Consulting, GNUF sought a multi-media contact centre solution which could be deployed rapidly in their brand new Malta based contact centre as well as form the basis for the multi-site network between Malta, Sweden (Gnuf's technical support base) and the UK.

iContact from **mplSystems** provides both the flexibility and multi-media capabilities required and was implemented and working in just 6 weeks, providing player support via voice, fax, email, text chat and SMS. In addition, **mplSystems'** enterprise mash-up approach facilitated integration with GNUF's own on-line gaming software.

BENEFITS

- » Rapid implementation across multiple European sites
- » Rich multi-media channel support
- » Integrated desktop to directly support GNUF's business processes
- » Comprehensive management information reporting across ACD and application data.



REACTION

Clive Goodhall of PA Consulting Group, explains "Our client required a solution with the flexibility to deploy and grow quickly to meet the needs of this rapidly expanding market. **mplSystems** beat some stiff competition and was able to offer proven technology with inherent business continuity and the ability to support a full range of media channels, from voice through fax, email, text chat and SMS."

Robin Hoyle, CEO of GNUF is delighted with his new contact centre: "I can't praise **mplSystems** and PA Consulting highly enough for delivering this state of the art solution, with rich realtime integration with GNUF's gaming systems, which has enabled us to launch the business in line with our aggressive timescales".

Paul White, CEO of **mplSystems**, comments "To deploy a multi-media and multi-site solution in such short timescales is a fantastic achievement and a clear endorsement of the power of both our *iContact* technology and the project and technical staff who built and deployed it."

BACKGROUND

PA Consulting Group are an independent, employee-owned, global firm of 3,000 talented individuals operating from offices across the world including Europe, North America, Latin America, Asia and Oceania.

GNUF.com is an on-line gaming company, based in Malta, with a world-wide player base.