success ›› story

mplSystems
intelligent contact engineering

Background

When Central European direct marketing specialists Studio Moderna & Linea Directa Communications began the search for a contact centre solution to "future proof" their existing operations, they knew they needed a product based on Microsoft .NET technologies with the flexibility to grow at the same rate as their operations in 21 countries dictated. Their search lead them to *mpl*Systems and *intelligent*Contact™ - a contact centre platform which would give them a proven, cost effective solution, with multi-media capabilities and the ability to integrate seamlessly with their existing systems and processes.

Studio Moderna may not be a familiar name in Western Europe but, across Central and Eastern Europe, the company is synonymous with major brand names and marketing campaigns which achieve consistently high response rates. Reaching 320 million consumers across 21 countries, the company has a presence in all of those countries in the shape of a call centre in each capital city where highly educated, multi-lingual agents provide pre- and post-sale customer services.

Each centre uses an Alcatel switch along with the company's proprietary RM/ERP software, CatPro, a combination which, to date, has worked well in supporting day to day activities.

Solution

However, a solution was sought as an alternative to Alcatel which would offer a higher degree of reliability and flexibility on an IP platform and which would grow as the call centre operations expand into more countries. Importantly, the solution would need to remain cost effective, current and be capable of integrating with and adding value to the existing technology, rather than replace it outright - an unviable option due to costs and lead times.

***mpl* Systems' *intelligent*Contact™** platform was chosen because of its flexibility, its proven record of integrating with third party legacy systems and the option to bring in the new technology gradually by virtue of its modular structure; in the early stages post-implementation, key workflow and reporting modules would be brought on-line first with extra functionality and multi-media capabilities added as demand dictates. Finally, as *intelligent*Contact is based on a Microsoft framework, Studio Moderna had confidence in its longevity and ability to incorporate new media channels.

The company's call centre with the widest range of language skills is located in Bucharest, Romania, and was chosen as the test site for the implementation, integration and roll out of the new technology. *mpl*Systems' and Studio Moderna's technical teams began work together on the project in August and by September had completed the development work, which included high level integration with CatPro, CTI, Call Recording and Management Reporting.

The close cooperation and speedy, yet effective, working achieved by the technical teams was something that Studio Moderna had hoped for in their choice of technology partner.

*mpl*Systems small yet well established and rapidly expanding client base was attractive to Studio Moderna as they needed to work with a supplier keen to move quickly yet with solid experience behind them and an on-going development program which would benefit all customers.

Reaction

Tomaž Gorjup, Studio Moderna's IT Director, comments:

"What I liked about mplSystems is that they worked hard to understand our business. What we needed was a partner who not only understood our immediate needs but could also help create and implement pragmatic solutions with the challenges we face in a rapidly growing and changing market place. They understand what contact centres really need, keep it simple and their technology delivers exactly what they say it will. It is important for us to be able to concentrate on the customer and not have our customer service agents worry about mastering a complicated system."

Benefits

Unified platform ~ a complete contact centre 'in a box'; one provider has complete responsibility for software, hardware and telephony.

Integral scripting ~ sophisticated scripts and forms can be easily created and customised with seamless data interchange.

Powerful reporting ~ powerful real-time MIS and contact centre metrics provides a detailed analysis of customer interactions and queuing statistics.