



Global multi-channel contact management for telecoms

Founded in 2006, **Truphone** (Tru) is a global mobile communications provider providing innovative solutions for mobile phone users abroad, be they consumers or business users. As the industry's first mobile internet operator, the company's aim is to make it easy and affordable for mobile users all over the world to keep in touch whilst overseas or whilst roaming.

Tru applied this philosophy to the launch of its new Truphone Local Anywhere™ SIM card which gives international travellers the convenience of a single SIM card to access local rates for calls, text and data, both when they are at home or away.

To support this launch, Tru were keen to find a partner who could rapidly implement an integrated solution to support their contact handling and service desk requirements. For an innovative company like Tru, rapid entry into the market is critical and so finding a technology vendor who could meet their specific requirements in a short timeframe and integrate existing systems and databases was very important.

mplsystems, with its wealth of experience in the contact market and flexible **intelligentContact (iContact)** platform, were able to provide such a solution and did so in a matter of weeks. iContact now provides Tru with a global platform which enables them to evolve both their products and support solutions as their business grows.

Complete multi-channel contact solution

Tru are proud of their customer service team network which supports every Tru country; this gives the business user confidence that there is someone on hand 24/7 to answer their call, rather than being caught up on queues. To support this customer service model, mplsystems has provided a complete contact handling system which manages 'phone, email, SMS and web queries. The system incorporates skills based routing, IVR, call recording and trouble ticketing to manage customer service queries and when a client calls in, a complete history of any past issues is available to the agent within a simple contact handling interface. Advanced IVR offers support tailored to query type, product requirements and the payment facility.

Automating processes and integrating systems

mplsystems has tailored a customer service solution for Tru which brings together existing communications, CRM and database elements into a customised contact handling interface. This seamless integration allows real time, rather than periodic, updates to be provided to the agent and also offers Tru the opportunity to manage outbound campaigns from the same agent interface.

Private Cloud supports evolving global network

With an expanding network of contact centres offering support within different countries across the world, Tru needed a contact handling platform which could evolve to support these centres from a central infrastructure. This would enable Tru to bring local contact centres and agents online without the need to site technology locally. iContact can be deployed as a Private Cloud solution, enabling companies like Tru to operate local contact centres within countries they have a presence, supported by a virtual global contact infrastructure.

Skilled teams for product launch

mplsystems has also provided a skilled dedicated agent team to provide 24/7 customer service in support of the Local Anywhere launch. The team works from mplsystems' own contact centre network and handles complex enquiries using the same systems and processes integrated with Tru's customer service teams.

Business benefits

- Private Cloud: enables a global network of support centres to evolve
- Radically increased speed of Query resolution
- Increased agent efficiency
- 24/7 Skilled, outsourced help desk



"mplsystems is delighted to have provided Truphone with a flexible contact solution which enables their agents to offer a first class customer experience by resolving issues quickly and efficiently. It has been tailored around Truphone's needs, integrating with their existing systems so it can evolve as their business does."

Paul White, CEO, mplsystems

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