



# Outsourcer Successfully Launches and Grows New Call Centre Business with EzyTouch

## CASE STUDY

## EZYTOUCH ALL-IN-ONE CALL / CONTACT CENTRE SOLUTION

"1001tech IPvox has provided us with a reliable and stable system for the outsourcing business, which allows us to cope with the amount of customer calls daily. The advantage of IPvox is that it is not necessary to lay out a significant initial investment but is something which we can scale as we grow. After IPvox implemented their solution, it has improved the efficiency and provided us with the right information to manage our call centre better."  
 - Francis Meganathan  
 Managing Director,  
 Cuscapi Outsourcing



### All-In-One Call / Contact Centre Solution

- Auto Attendant
- Skills-Based Routing
- Supervisor & Agent Desktop GUI
- Comprehensive Real-Time Reporting
- Interactive Voice Response (IVR)
  - Voice Logger
- Outbound Campaign Manager

**Company Name:** Cuscapi Outsourcing Sdn Bhd



**Industry:** Business Services, Outsourcing

**Location:** Shah Alam, Malaysia / [www.cuscapi.com](http://www.cuscapi.com)

### Business Challenges:

Cuscapi Berhad is a trusted and innovative industry specialist with more than 29 years of experience in offering world-class solutions to the F&B industry. Their clients consist of well-known international restaurant chains as well as the biggest fast food chains in Malaysia. Cuscapi currently has business presence in more than 23 countries worldwide. **Cuscapi Outsourcing** was a new division that would be starting a call centre to support the operations of 20 of their clients' outlets from the F&B industry, by allowing customers to make orders through the phone. As such, an appropriate VoIP solution was required for the call centre, which needed to be able to handle a large volume of calls, whether local or international. The requirements called for a low-cost solution that was also reliable and stable in order to sustain the call centre business.

During Cuscapi Outsourcing's search for the ideal system, other solutions were tested to determine stability and features that could be used. Though pilot runs were conducted with each of the solution providers for 2 weeks at a time, Cuscapi Outsourcing was not able to find an offering that was able to meet the minimum requirements and stability.

### The Solution:

Cuscapi Outsourcing then turned to 1001tech IPvox's EzyTouch system. A pilot run with EzyTouch was done for 3 weeks, with the conclusion that the solution was both able to meet requirements and provide additional features that would prove valuable for call centre usage.

Other factors that influenced the selection of EzyTouch were the solution's low cost and speed of implementation.

EzyTouch was deployed and implemented at the call centre, which was configured to receive calls from customers who dialed into a toll free number to make orders or to obtain information about products and services.

EzyTouch was set up to be used by both call centre agents and supervisors. Through the system, supervisors gained the ability to monitor calls received by agents. The system also enabled the agents themselves to efficiently manage incoming calls via an easy-to-use application interface.

### The Results:

Through EzyTouch, Cuscapi Outsourcing was able to effectively launch the call centre's operations and uphold customer service levels.

The first client serviced by using the EzyTouch solution was a local sandwich provider, and it was considered a great success. Cuscapi Outsourcing has since been able to grow their business with 2 new clients in Malaysia and 1 from Singapore.

Cuscapi Outsourcing identified three key benefits as a result of using the EzyTouch solution:

- 1. Access to timely management information**
  - Data on number of successful calls on daily/monthly basis, allowing review of agents' performance in handling calls during peak or off-peak hours.
- 2. Operational efficiency and the ability to scale**
  - Superior call handling with easy pathway upgrade to expand operations.
- 3. Cost-Savings**
  - Comprehensive features at low prices and capital expenditure.



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