

PRESS UPDATE

December 9th 2009

Studio Moderna, the largest Direct Response Marketing Organisation in Central & Eastern Europe awards a significant contract to *mplSystems* for a strategic 5 year Contact Centre business application solution

*Studio Moderna is partnering with **mplSystems** to develop a business suite software application covering call centres, customer relationship and supply chain management.*

Warwick – *mplSystems*, a global provider of contact centre technology and solutions, announced today that leading retailing and home shopping business, **Studio Moderna** has chosen *mplSystems* to provide a strategic Next Generation deployment of their **intelligentContact™** software. This significant contract is the first phase of what is expected to be a strategic partnership for a long term relationship.

intelligentContact combines rich multi-media contact handling and an enterprise class suite of customisable business applications designed with the knowledge derived from over a decade's experience of call handling. Incorporating all the ingredients of traditional contact centre solutions e.g. ACD, CTI, IVR, scripting package, database, messaging, workflow, scheduling, reporting and business process applications, *intelligentContact* can be incrementally adapted as the business grows and changes and optimises best value practices. *intelligentContact* has been designed around the Microsoft Windows .NET platform using popular standards such as XML, HTML and SQL.

The first phase of the project, as part of Studio Moderna's strategy for its Next Generation Customer Contact program, will support call distribution, order management and fulfilment and campaign activities. The second phase of the project is planned to complete the replacement of existing contact centre and CRM systems supporting the rest of Studio Moderna's network of Central & Eastern European contact centres. *mplSystems* was awarded the contract following a period of discovery workshops and collaboration of technical development and was selected to assist Studio Moderna because of its broad experience in the contact centre industry throughout EMEA.

Eivind Schackt, CEO of Studio Moderna said "This Next Generation Customer Contact Program is a vital part of realising our expansion strategy. With the help of *mplSystems'* *intelligentContact* software, the program will strengthen our performance and capabilities in several CRM related areas: providing quality services, delivering excellent customer experience and greater responsiveness to our customer's needs. At the same time, the program will provide more management control and reduced operating costs".

Tomaž Gorjup, CIO of Studio Moderna added "Together with *mplSystems* we can build a solution that maintains Studio Moderna at the forefront of the home retail business which is exciting for all of us. We strongly believe our technical development with *intelligentContact* will help Studio Moderna reach its business objectives by having an agile system that adapts to our business quickly and dramatically enhances user experience for millions of our customers."

-ENDS-

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Notes for editors:

mplSystems is the technology division of The Message Pad Ltd. The company was founded in 1994 to fulfil the growing need of companies wishing to better serve their customers in contact centres and, together, *mplSystems* and Message Pad have now become the UK's leading providers of contact centre solutions and outsourced services using the *intelligentContact*[™] technology.

Studio Moderna was established in Slovenia in 1992 when its first contact centre was set up. It now has a presence in 21 Central and Eastern European Markets where it operates 21 professional customer contact centres, employing 2000 agents and handling over 10 million calls a year in 20 different languages.

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