

Multi-channel customer service contact centre

GNUF.com, the on-line gaming company based in Malta with a world-wide player base, wanted to build on their success in the gaming industry and create a European-wide online gaming community with unrivalled 24/7 customer service.

To do this, they sought a partner to innovate their approach to managing customer communications and so working with PA Consulting, an independent, employee-owned firm with offices across the world, they began the search for a multi-media contact centre solution.

A multi-site, multi-function requirement

The solution would need to be inherently flexible and scalable to meet the rapid deployment timeline GNUF had in mind. The technology would initially be implemented in their brand new Malta based contact centre and then would form the basis for a multi-site network between Malta, Sweden (GNUF's technical support base) and the UK.

MPL icontact from **mplsystems** was chosen because of both the flexibility and multi-media capabilities it offered as well as its track record in speedy implementation in a variety of business environments.

Meeting rapid implementation schedules

In fact, icontact was implemented, tested and working in just 6 weeks in the GNUF contact centre, providing player support via voice, email, text chat and SMS as well as integrating directly with GNUF's own on-line gaming software.

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 email, text chat and SMS."

Business benefits

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



"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".

Robin Hoyle, CEO, GNUF