



mpl systems

Multi-channel, multi-site contact centre solution

When **Studio Moderna**, the largest direct response retailer in Central and Eastern Europe 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 led them to **mplsystems** and **intelligentContact** - a contact centre platform which would give them a proven, multi-media solution with market leading capability combined with the flexibility to customise to their own requirements and integrate seamlessly with their existing systems and processes.

Bringing together a geographically diverse operation

Studio Moderna may not be a familiar name in Western Europe but the company is the dominant electronic retailer in Central and Eastern Europe, and synonymous with major brand names, including Dorneo, Rovus and more recently Big Fish. The company specialises in applying direct response marketing to local markets, with over 280 hours of airtime daily, alongside a catalogue business, 200 retail stores and a growing online presence of 80 web stores. 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.

Innovative multi-channel contact centres

The quality of service provided by these centres is at the heart of Studio Moderna's success with the centres constantly improving cross and upsell opportunities. As the call centre operation expands and new communication channels, such as web chat, email and social media, become common place the company sought a solution to integrate ecommerce into the contact centres and through to the back office.

Freedom and versatility to adapt to an evolving market

mplsystems were chosen as the supplier, not just because they could bring the latest innovations in social media, email and e-commerce contact handling, but also because their system could be customised to Studio Moderna's exact requirements, giving them the freedom to do their own modifications.

Tomaž Gorjup, Studio Moderna's CTO, comments:

“Previously, we have developed our systems in-house. This suits us because we are not reliant on a supplier and the way they implement features. By working with mplsystems we get the same options and flexibility as an in house development but with the additional benefits of best practice and market leading out of the box contact functionality from their experience.”

iContact gives Studio Moderna the versatility to do their own modifications as they move the business forward allowing them to adapt to market changes and introduce new marketing campaigns without having to rely on a supplier. iContact has been designed to make it simple for customers to modify using in-house resources and, by virtue of its modular system, to introduce new technology.

Reporting analytics and management simplicity

A further reason behind Studio Moderna's decision to choose mplsystems is iContact's powerful, real-time reporting capability which allows call centre managers and supervisors to quickly view and optimise call centre activity.

Gorjup explains:

“iContact makes it easy and efficient for our managers to optimise skill sets and workflow within the centre and monitor the success of our agents. The system reports across all 21 countries and enables the business to monitor activity across these centres in real time and analyse buying patterns, preferences and quality of service”.

Partnership working

This communications solution is part of a wider system linking ecommerce, ordering, the back office and supply chain. The close cooperation and speedy, effective working achieved by the technical teams was something that Studio Moderna had hoped for in their choice of technology partner.”

Gorjup concludes:

“mplsystems are a great team of people who are helping us move the business forward on the technical and market side. They cooperate well with our other technical partners.”



“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.”

Tomaž Gorjup, CTO - Studio Moderna