



MobilePeople

Exceptional Self-Service Solution
Handles Over 1 Million Calls A Day

AN ENGHOUSE INTERACTIVE CASE STUDY

Overview

INDUSTRY

Consultancy

CUSTOMER PROFILE

MobilePeople is a leading privately held mobile solutions consultancy and development company based in Copenhagen, Denmark. Founded in 1989, the company originally concentrated almost exclusively on providing voice response systems to a broad target market, principally encompassing public sector organisations, financial services businesses, telcos and large enterprises across a range of verticals.

Background

Over the last decade, MobilePeople has expanded its focus to incorporate conferencing and more general communications as well as high-quality mobile applications, to accommodate a growing and ever more sophisticated user base. Today, it manages around 350 separate services for around 240 customers in Europe.

A key element in MobilePeople's success over this period has been the company's use of the Communications Portal from Enghouse Interactive, an open standards-based platform with integrated application development and management components that significantly reduces the time, cost and complexity of deploying voice and IP communications solutions.

Communications Portal has supported a vast array of applications at MobilePeople from interactive voice response (IVR) to credit card clearance, caller identification and verification and text-to-speech applications. Today, the Communications Portal is principally designed to support two platforms at MobilePeople: one is a large conferencing phone system, primarily targeted at telcos, the other a huge platform, predominantly used for voice recognition.

The Challenges Of A Diverse Customer Base

MobilePeople has recently used Communications Portal to implement a system for Denmark's rail operator, Danish Rail to support blind passengers. Using Communications Portal, MobilePeople has supplied Danish Rail with a 30-channel pilot system which allows a blind person the freedom to talk to the system, request train details and automatically receive relevant timetables.



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Jens Hammering, CEO
MOBILEPEOPLE

It also supplies travel agencies with a system enabling them to handle all of their clients' travel requirements including payments quickly and efficiently, keeping customers happy and boosting agencies' cashflows at the same time. In addition, it provides an innovative solution for Danish farmers, allowing them to enquire about the costs of livestock and arrange shipping details, all through the use of an interactive voice response (IVR) system.

MobilePeople's other main application – a powerful conferencing solution has grown rapidly both in size and popularity over time and is now one of the largest of its type which Enghouse Interactive has ever installed and supported. Used by a broad range of telco customers, including Norwegian giant Telenor, one of the largest mobile operators in the world, the system is capable of running 480 channels of conferencing at any one time.

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Assessing The Benefits

The support Enghouse Interactive has been able to supply on this conferencing application has been invaluable to MobilePeople.

As Gavin Pickets, business development manager, Enghouse Interactive, points out: “The success MobilePeople has achieved with the solution is such that they have stretched usage to the limit. It is so heavily loaded that they needed support because when you have a server running 480 channels of conferencing you may get some teething problems in the beginning. Working in conjunction with hardware supplier and business partner Dialogic, we helped them debug the system and ensure it was of a quality that met their customers' exacting expectations.”

MobilePeople has found Communications Portal to be easy and intuitive to use. According to CEO Jens Hammering, “Communications Portal has a first class graphical user interface (GUI) which we can leverage in order to develop new services. We have an excellent understanding of how the system works in-house which makes it relatively easy for us to develop complex and innovative new applications. We can effectively drive the system ourselves.”

“The flexibility of the system is also key as it allows us to use the same basic template for many customers and services and tweak it to meet specific requirements,” adds Hammering. “We can therefore save money by using the same basic technology for a range of different applications. Without Communications Portal and the support we receive from Enghouse Interactive, developing these kinds of applications for clients would be a much more costly and time-consuming process.”

The support that Enghouse Interactive offers also gives MobilePeople great peace of mind, especially as the company's usage of the system intensifies. “MobilePeople is an extremely intensive user of Communications Portal. On a typical day, we manage around 200,000 calls and this can sometimes increase to as many as one million, so having a contract in place with Enghouse Interactive gives us that security of having an expert partner to call on as and when we need to,” Hammering continues.

The flexibility of both system and support is likely to continue to be a key benefit to MobilePeople in the future as the communications landscape evolves.

Hammering acknowledges that the market is likely to remain challenging. "There is a likely to be a drop-down in the short-term at least, but I see this more as a challenge rather than a problem. Going forward, to tap into new business opportunities we need to find new ways of using the system. One way will be by branching out more into the mobile applications area.

"People lead increasingly busy lives these days and they want and expect to be able to use services and solutions at a time and a place that suits them," he adds. "They want to use applications in their home, car or on public transport but they need to have a system they can talk to. I'm confident that Enghouse Interactive and the Communications Portal will be able to help us fulfil this evolving need."

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About Enghouse Interactive

Enghouse Interactive develops and supplies the widest range of customer contact solutions on the market through an extensive network of value-added partners. Enghouse Interactive's integrated suite of solutions includes multi-channel contact centre, selfservice, attendant operator consoles and workforce optimisation. These solutions enable organisations to classify and respond to customers in the way that they want: quickly, efficiently and successfully, with minimal effort.



Learn more at www.enghouseinteractive.com