

INOVO in the Media

Presence, a household name in European Call Centre technology, has chosen a second agent for Africa. A Centurion-based telecoms company called INOVO, officially launched Presence's latest product called Presence OpenGate at the Fairlawns Boutique Hotel and Spa on Tuesday 19 June. Presence is already a dominant force in the South African call centre market with companies like Blue Financial Services and Direct Axis as customers.

INOVO secured the distribution rights, due to the company's previous extensive Presence experience, and have proven that they have the skills to become leaders in the Call Centre market in South Africa. INOVO aims to compete with existing Call centre suppliers based on flexibility, a unique rental option and an even more accessible service to the SME and Corporate market alike.

One of the main advantages of the technology provided by INOVO, is that the Presence product portfolio can easily be deployed onto almost any existing platform, thus eliminating the need to refurbish existing Call Centres with new technology from scratch.

INOVO is also able to supply Presence as a rental service or "software as a service" as it is currently known. This arrangement obviates the need for its clients to make an upfront capital investment.

Marketing Director for INOVO, Werner Coetzee says, "The acquisition of the right to distribute Presence in Africa, is a major coup for the company." "We firmly believe that our success in securing the rights, is based on our familiarity not only with the local market, but with the product as well. Our adaptability enables us to offer clients options that were not previously available."

Dependent on customer requirements INOVO provides both on-site, as well as off-site (The hardware, software and infrastructure are moved from the customer's site) solutions. In both scenarios all maintenance and support is now the responsibility of INOVO. The INOVO Contact Centre as a Service solution allows the client to rapidly deploy contact centre functionality at a low monthly fee, call processing infrastructure are thus outsourced, while the customer retains business logic and direct control in-house.

INOVO's Contact Centre as a service focuses on enhancing productivity and customer service, significantly improving the efficiency and revenue of outbound and inbound activities, better process adherence, quality management and ease of contact centre management through its extensive reporting capabilities.

The INOVO consultative selling approach and extensive implementation & integration abilities, will ensure that the proposed solution will exceed the business needs, revenue growth objectives and cost containment goals of the client.

INOVO therefore provides a complete communication solution including best of breed products, professional services and consulting on call centre requirements, complete implementation, integration, training and after-sales service.

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