

Golden Thrive Uses SUPERCEED's Cloud-Based Contact Center Solution to Win the Business of a Malaysian Mobile Provider without High CAPEX and OPEX

Case Study

Built on Dialogic® IMG 1010 Integrated Media Gateway and Dialogic® Diva® SoftIP for SIP Software

Build on Dialogic

One of Malaysia's shariah-compliant telcos, which offers mobile service based on Islamic practices, decided to outsource its customer service center to Golden Thrive Sdn Bhd, a Malaysian Business Process Outsourcing (BPO) company. To dramatically reduce CAPEX and OPEX and win the telco's business, Golden Thrive chose SUPERCEED's cloud-based contact center solution.

Challenge

Golden Thrive would have had to make a significant investment in telephony equipment and subscribe to a stable leased line connection to bring voice traffic to its offices from the data center of a prospective customer, a Malaysian telco. To avoid a large CAPEX investment and ongoing OPEX connectivity charges, Golden Thrive sought a more cost-effective solution.

Solution

SUPERCEED offers an innovative cloud-based solution that allowed Golden Thrive to avoid the costly purchase of premise-based contact center equipment. By subscribing to SUPERCEED's virtual contact center for the required number of agents, Golden Thrive would only need to obtain the latest broadband connection, and invest a small amount in personal computers. Managers and agents could then access feature-rich applications online by logging into SUPERCEED's virtual contact center system. SUPERCEED's cloud contact center solution allowed Golden Thrive to win the Malaysian telco's business and deliver services equivalent to those of a traditional contact center without high CAPEX and OPEX. Both Golden Thrive and the telco also avoided maintenance, support, and costly upgrade charges.

A Dialogic® IMG 1010 Integrated Media Gateway provides crucial SS7 integration that enables seamless connectivity between the telco's mobile network and SUPERCEED's virtual contact center platform via Golden Thrive. Dialogic® Diva® SoftIP for SIP Software supplies a robust media engine for SUPERCEED's platform. Diva softIP for SIP acts as a "virtual" media board, providing telephony functionality in an IP software-only solution.

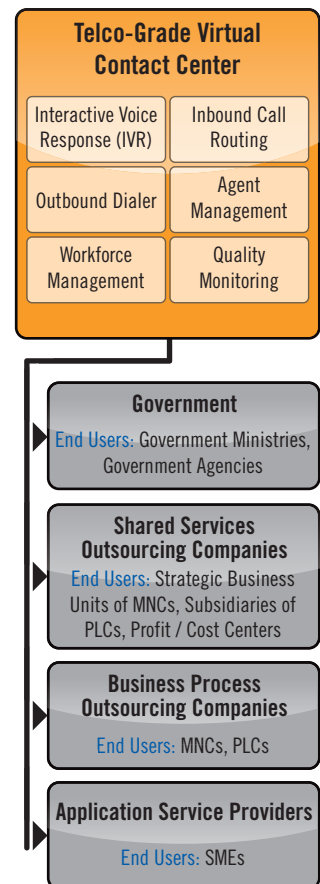
About SUPERCEED

SUPERCEED (M) Sdn Bhd is currently based in Kuala Lumpur, Malaysia and provides hosted contact center solutions that enable companies to manage contact center capacity elastically and cost effectively. SUPERCEED is a technology enabler for telcos, outsourcing companies, and shared service centers in initiating revenue generation campaigns and managing contact center operations. SUPERCEED's R&D and commercialization efforts are fully supported by the Malaysian government. Initially funded by MAVCAP's CRADLE and subsequently by MTDC (Malaysian Technology Development Corporation) and KMP (Kumpulan Modal Perdana), SUPERCEED developed deep expertise in technology, business, and local knowledge to communication-enable the business processes of an organization.

For more information, visit www.superceed.com



Contact Center Operator for Telcos





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