

## Case study

### MGt turn viewers on with Invomo

'We are the leading customer management and technology solutions provider to the digital broadcast, new media and communications markets. Our systems have always had a strong reputation in the industry, but we wanted to put extra capacity in place. This was to ensure we could seamlessly adjust to peaks in demand, especially when top matches are being aired by one of our sports broadcaster clients. When we discussed our requirements with Invomo, we knew that we'd found the right partner. The nature of our business can mean that systems need to be scaled at short notice and it was clear that Invomo had the experience and dedication to pull out all the stops to ensure our services continue to be as effective as possible, even when demand is at its highest.'

Chris Trueman, *Director of Business Operations, MGt*



MGt is the leading customer management and technology solutions provider to the digital broadcast, new media and communications markets. Clients, including Setanta, BSkyB and Top Up TV, rely on MGt to build loyal and profitable customer relationships. By providing contact centres for on-demand content and subscription services, MGt respond to many thousands of calls from their clients' viewers via set top boxes or telephones every day. MGt regard their commitment to pay per view services with extreme dedication, and, as a result, regularly review telecom services to ensure their offering remains best in class.



#### Challenge

Due to the nature of the services provided by MGt, every time popular programmes and matches are to be broadcast the telephony system has to cope with a high influx of calls, sometimes in a very short period of time. For MGt to continue to supply an outstanding service to their clients, and effectively manage these calls, they required a telephony system which was robust yet flexible, capable of adjusting immediately when demand dictates. The system also needed to process the calls extremely quickly, while capturing important data and providing first call resolution to the end user.

#### Resolution

Invomo quickly got to work developing a highly efficient system for routing the vast number of calls MGt receive. Firstly, they provided a memorable, non-geographic number that is publicised to the viewers. Secondly, Invomo developed an efficient telephony infrastructure to route the calls via its own secure and versatile network (whilst working closely with BT to ensure the flexibility and capacity is available to handle the periodical peaks in traffic volume).

The next phase was to design and host an automated call system. Using Invomo's experience and knowledge, an innovative voice recognition system was applied to quickly allow viewers to use their touchtone phones to purchase PIN codes, downloadable directly to their set top boxes, giving them access to view their selected programme.

Last, but by no means least, the equipment was integrated into Profile™, MGt's Customer Relationship Management (CRM) system, which maintains real time information as transactions occur, and allows Invomo to analyse the call traffic and report it to MGt. This functionality helps MGt to share intelligence with their clients, giving valuable insight into the effectiveness of their promotional campaigns.

## Business Value

Invomo have helped MGt to improve the level of service provided to clients as well as overall operational efficiency. Chris Trueman adds, 'Clients are delighted with the service, the majority of calls are converted and revenues are strong as a result. We're also able to provide useful intelligence to them, indicating that their promotional activity is working. We are also considering using Invomo to further enhance our interactive voice systems, rolling them out to other areas of the business.'

Not forgetting the viewers – they are benefiting too, from the prompt and easy handling of the call, many are making repeat purchases as the service helps deliver a rewarding experience as the broadcasters can tailor their activities to meet the needs of the viewers based on the reports received from MGt and Invomo.

Invomo is an independent supplier of communication services that rejects the traditional telecoms sales approach of maximising traffic and volumes, instead taking a fresh approach and focusing on understanding customers' market dynamics and solving their business challenges. We are a public electronic communications network, regulated by Ofcom that supplies an extensive range of hosted services to improve its customers' communication with their customers. Invomo are highly experienced in generating revenue from telecoms; whether it's enhancing the way your company interfaces with the outside world, converting more calls to business, reducing operational overheads, or increasing revenue through engaging campaigns.

**Invomo Limited**  
130 City Road  
London EC1V 2NW

*phone* +44 (0)844 88 88 500  
*fax* +44 (0)844 88 88 600  
*email* [info@invomo.com](mailto:info@invomo.com)  
*www* [www.invomo.com](http://www.invomo.com)

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