



# Mtel

CONTINUES DOUBLE-DIGIT  
GROWTH WITH ENGHOUSE

## Overview

### CUSTOMER PROFILE

Mtel, a cloud communications provider focussed on customer contact for organisations in the Netherlands, Germany and Belgium. Providing omnichannel customer experience solutions as part of its Online Contact Center (OCC) software platform solution.

- [www.mtel.eu](http://www.mtel.eu)

### GOALS

- Help organisations to nurture relationships with their customers by creating engaging experiences.
- Make complex customer processes simple by easing provisioning and improving usability.
- Be operationally effective and efficient so contact center cost of ownership benefits can be passed to their customers.

### SOLUTIONS

Mtel launches cloud contact center as a service solutions in the Netherlands, Belgium and Germany offering omnichannel contact center applications that meet their customer's specific business needs. E.g., communication and application integrations that are price competitive for their customers and operationally efficient for Mtel.

### BENEFITS

- One stop shop for customer contact solutions.
- Integrating a broad range of flexible voice communication options, via an IP softphone, IP handset or a connection to Skype.

Mtel is a cloud-based service provider (CCSP) based in Rotterdam, the Netherlands. Last year, Mtel evaluated and selected CCSP version 7.2 from Enghouse Interactive, a cloud-based contact center offering, which includes the TouchPoint agent and administration web user interface. As a result, Mtel is able to expand its business into new international markets and to continue its trend of year-over-year double-digit revenue growth.

## Background

Leon Schuurmans is the Director of Business Development and Marketing at Mtel, the first ASP (application service provider) for contact center solutions in the Netherlands. Active in the customer experience market for 25 years, Mtel provides online routing management services (interactive voice response), contact center solutions and business telephony as a service. Part of Mtel's evolution entailed partnering in 2007 with CosmoCom (acquired in 2011 by Enghouse Interactive) and adopting the cloud-based contact center provider's multichannel contact center product as part of its Online Contact Centre (OCC) software platform solution. "For the first few years reselling CosmoCom, we were the only provider offering a multichannel cloud-based solution in the Dutch market, says Schuurmans. Eventually, competitive laggards started catching up and in early 2015 Mtel had to create a new differentiator by offering Contact Center Service Provider version 7.2, thereby making easy integrations with other platforms possible for their customers.

## Solution

One of the traits Mtel prides itself in is being vendor agnostic and placing its clients' needs ahead of any one particular hardware or software vendor. It was with this mindset that Mtel evaluated the latest cloud-based contact center offerings on the market last year.

"There were a couple of key differentiators that tipped the decision in Enghouse Interactive's favor," Schuurmans says. "First was the release of CCSP [Contact Center: Service Provider] version 7.2, which included the addition of the *TouchPoint* web agent interface and admin module."

*TouchPoint Admin* allows service providers and tenant administrators to customize their clients per tenant or within the tenant per group. New application widgets and specific integrations can be established, enabling service providers to deliver specific offerings for each customer while still maintaining the low total cost of ownership of running a multitenant platform.

**BENEFITS, cont.**

- Extend administrative tools to tenant administrators so clients can easily manage contact center administration and configuration.
- Provide the latest in HTML-based user interface technology to provide intuitive web-accessible and highly integratable agent applications.
- Offer contact center license flexibility so a customer buys the application in a way that suits their business, perpetual, subscription, or true “pay for use” for more casual users.
- Providing vendor agnostic solutions that address its clients needs ahead of a preference for a particular hardware or software product.

“The CCSP *TouchPoint Web agent interface* in version 7.2 uses a toolbar that takes up only a half-inch of real estate on the desktop,” says Schuurmans. “The toolbar can be expanded as needed, but it doesn’t take over the screen like some other contact center solutions do.”

*TouchPoint* also gives Mtel the opportunity to develop gadgets (i.e. mini applications) that can be activated when needed, allowing the ability to provide integrations as needed for a specific end-customer need; a key differentiator. One example of a simple but key gadget is a dashboard widget that allows call center agents to see how they are performing compared with their peers. Mtel found this something that is compelling to demonstrate to prospects, positioning widgets not only as agent productivity enhancing but also allowing for contests and other gamification initiatives.

With the increasing adoption of Skype for Business as the unified communication platform for some of their contact center prospects, Mtel knew they needed to offer integration to Skype. CCSP 7.2 adds a Skype for Business connector, which enables the agent to see all Skype for Business contacts with their presence information directly in *TouchPoint* dialing lists. This functionality empowers agents to call or transfer calls to Skype for Business contacts, facilitating greater collaboration between front and back office. Having the flexibility to offer multiple options, whether via an all IP softphone, an IP handset or via a connection to Skype for Business, offers the flexibility Mtel requires for connecting their customers.

Another compelling business benefit for Mtel is the Enghouse CCSP 7.2 license model for ASP’s. “Everyone offers a concurrent model, which Enghouse does as well. But, Enghouse also offers a Flex 100 model that allows service providers to assign workers who only use a license for a small percentage of the time to pay only for the hours that the license is being used,” says Schuurmans.

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Leon Schuurmans  
Director of Business Development and Marketing, Mtel

This is ideal for service-based businesses with multiple support tiers. For example, the tier-1 reps may handle and address 80% of all support calls, but 20% of the time calls are escalated to tier-2 or tier-3 reps. Tier-1 reps spend the majority of their workweek on the phone whereas the reps in higher tiers may spend less than 10 hours a week on the phone. With Enghouse’s Flex 100 licensing model, end users can make the same contact center features and functionality available to higher tier reps at a fraction of the cost they pay for tier-1 reps. This provides true pay for use and makes it more likely the contact center extends agent functionality to experts not typically part of the formal contact center.

Schuurmans says Enghouse takes its licensing flexibility a step further by allowing channel partners to choose between perpetual licensing and monthly subscriptions, as opposed to other providers that offer one or the other. “This is important because some companies prefer the CAPEX [perpetual] model whereas others prefer the OPEX [monthly] model,” he says.

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Leon Schuurmans  
Director of Business Development and Marketing, Mtel

## Results

Another reason Mtel continues their relationship with Enghouse and has migrated to the newest release of CCSP 7.2 was due to Enghouse’s strong channel affiliation.

“Some of the other cloud-based contact center companies have weak or nonexistent channel partner programs,” says Schuurmans. “Not only does that make it more difficult for coordinating customer support, it often leads to situations where your contact center provider becomes your competitor. Enghouse has been a true partner from the beginning and within the past year, they’ve played a valuable role in helping us expand internationally,” he says. “With Enghouse’s assistance, we’ve expanded into the German and Belgium markets in December 2015, two markets we’re now serving that are ready to embrace the cloud.”

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## About Enghouse Interactive

Enghouse Interactive’s integrated suite of solutions includes multi-channel contact center, self-service, attendant operator consoles and workforce optimization. This wide portfolio places us in the unique position to offer customers and partners a complete, fully featured solution from a single vendor. These solutions support the full range of deployment methods from premise-based to private, public or community cloud and even hybrid requirements.