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Interactive Intelligence exceeds MTC expectations

[Windhoek, NAMIBIA, 16 APRIL 2010] - **Namibia's leading cellular operator, MTC, has commended Interactive Intelligence's Customer Interaction Center (CIC) for exceeding expectations since deployment last year.**

"We decided to replace our existing call centre solution with a more robust, multi-media VOIP solution in order to meet our customers' current and future needs," says Albertus Aochamub, General Manager of Corporate Affairs for MTC. The company serves a client base of approximately 1.3 million active users. "Being easily contactable by clients has become increasingly important to a business' competitive advantage," he says.

CIC integrates phone calls, web chats, faxes and e-mail into a single VOIP contact centre application, ensuring optimum communication channels for interactions and creating increased accessibility of client and business users.

MTC decided on a VOIP solution in order to save overhead costs. According to Aochamub, "The total hardware costs are lower because there is no need for hardware ports used in traditional telephony hardware solutions. The servers are also smaller because there is no need for hardware cards or slots."

Since deploying the solution in June last year, Aochamub reports that there have been no major challenges with the new system. In fact, he says, the CIC solution has exceeded the initial expectations of the company.

"We continue to see improvements in the quality of call routing and handling, system stability and availability," says Aochamub. "CIC further provides extensive reporting on system performance. It also generates reports on team performance and individual performance, making it easy to track and address poor customer service delivery."

While looking for a new call centre system, MTC's primary goal was to find a solution that would not only better cater for existing business and customer needs, but would be able to deal with changing requirements.

“We are very happy with our choice. CIC is flexible, easy to deploy caters for continued developments,” says Aochamub. “We have already started incorporating some extra services to our call centre, like CIC’s Interaction Feedback module, and will continue to modify the solution as needs change.”

ABOUT MTC

MTC (Mobile Telecommunications Limited) was established in 1995 as a joint venture between Namibia Post and Telecommunications Holdings (NPTH), Telia and Swedfund. During May 2004, NPTH concluded a deal that saw it hold 100 per cent of the shares in MTC by acquiring the 49 per cent held by Telia Overseas AB and Swedfund International AB. During 2006 the sale of 34% of MTC shares to Portugal Telecom was concluded for N\$1.34 billion while the Namibian government retains the remainder of the stake through NPTH.

MTC currently covers 98 per cent of the population of nearly 2 million citizens with more than 650 base stations and repeaters and offers a dual band 900/1800MHZ. The company also expanded its cellular coverage to all major towns in Namibia, including the major arterial roads. It further runs two modern MSC’s (mobile switching centre) in Windhoek and Oshakati with capacity to accommodate rapidly rising number of customers of over 1.3 million active users. MTC also operates the only 24 hour full service customer contact centre in Namibia dealing with service queries ranging from telephony, sms, fax, GPRS, data, voicemail and 3G/HSDPA. A staff of 367 persons serves a diverse market of both pre- and postpaid subscribers.

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