

Digi: Turn any smartphone into a call centre

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Praveen speaking to the press, during the launch of Omni at the telco's headquarters in Shah Alam. — FAIHAN GHANI/The Star

Digi Telecommunications Sdn Bhd has rolled out Omni which lets SMEs (small and medium enterprises) set up an office phone system without the need for fixed lines or hardware.

Digi chief digital officer Praveen Rajan calls Omni a PBX 2.0 system as it turns any smartphone into a call centre that can be controlled via the Omni app or web dashboard.

PBX, which stands for private branch exchange, is an internal telephone system used by most companies so calls made within the office is free, as they wouldn't be rerouted through a public exchange.

The Omni app will allow users to receive incoming calls and make outgoing calls through a fixed line number, and even record and transcribe voice messages.

“Omni is an enterprise-level virtual phone system, an alternative to complicated and expensive office phone systems, and it spares users from needing to invest in clunky hardware or expensive software,” Praveen said at the launch.

Customers can use the Omni web portal to set business hours, sub-accounts and call rerouting, track usage, manage subscriptions and customise the virtual receptionist’s message.

However, voice responses are only available in English though there are plans to include Bahasa Malaysia.

“To compensate for that, we allow users to record their own voice responses in any language,” he said.

Customers will also be able to monitor calls, and set up to 50 smartphones to ring in sequence or simultaneously when someone calls the “fixed line”.

There are three Omni plans with monthly charges – Basic at RM60, Plus at RM100 and Pro at RM200. The Basic package comes with two extensions, Plus with five and Pro with 20.

Only Plus and Pro get free call minutes – 100 and 500, respectively. After that, outgoing calls will be charged by the minute, 15sen for Basic, and 10sen for Plus and Pro. All incoming calls are free.

Again, only Plus and Pro get free outgoing SMSes – 50 and 200, respectively. There is no option to pay for SMSes for now but Praveen said it’s an option the company is exploring for the future.

The service doesn’t come with a contract and users can be on any network, not just Digi’s.

You can sign up online at www.omnihotline.my.