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O2 fosters mobile customer engagement with Momac

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London, 24 April 2013 – O2 has teamed with Momac (www.momac.net) to introduce a new, customer-centric mobile webapp for its Irish customers as a replacement of its previous mobile portal. Momac's award-winning platform Mvolve now powers the O2 Active site and introduces new functionalities to deeply engage with end-users.

The new service presents a doorstep to multiple content and services, including apps recommendations, news content, alerts, music and links to O2 services. A new live chat feature has also been initiated to create direct communication channel with end-users, and solve their issues in real time, directly on their mobile.

“O2 were looking for a multiscreen interfaces solution that offers more flexibility and a better time-to-market,” says Paul Dalton, Client Services Director New Media, at Telefónica Ireland, which operates the O2 brand. “In order to deliver our customers a superior experience, real-time engagement is essential. Momac's cloud-based SaaS platform is perfectly designed to address these new Telco's challenges.”

“Momac is thrilled to extend its relationship with the O2/Telefónica group, an important partner for us,” said Sham Careem, Momac CEO and Co-Founder. “As O2 seeks to enhance consumer engagement channels for users in Ireland, Momac will continue to develop – via the mobile platform mvolve – industry-leading mobile interfaces that boost customer satisfaction.”

About Momac

Momac simplifies customer engagement for leading communication service providers. By bridging the technology gap between internal data systems, service offerings, content and on-device user interfaces, Momac allows CSPs to reduce cost, increase revenue and rapidly bring solutions to market. The mvolve platform drives mobile internet and app solutions for leading CSPs and operator groups around the world, including Orange Group, Vodafone, Telefónica, Three, KPN, T-Mobile and more. Operating in 29 countries, Momac has offices in the US, UK, the Netherland and France.