

MFI implemented Intrafaq to improve agent knowledge and customer service efficiency.

MFI call centre agents receive 42,000 customer enquiries per week about its products, services and stores. With 3,000 products and 30,000 variations, it's an on-going challenge to equip staff with all the information they need to handle every customer enquiry.

MFI's Intrafaq knowledgebases deliver the information agents need to respond to customer queries.

“We needed a system that could easily bring our call centre agents up-to-date with new promotions, products and services. Intrafaq has helped us to reduce the time it takes to train support staff.

Our call centre agents have immediate access to specialist knowledge, so our customers receive the right answer, the first time, every time.”

David Chase
head of customer service at MFI

