

A LEGACY PBX USES KOOKOO TO IMPROVE CX



USE CASE
CUSTOMER
SUPPORT

INDUSTRY
TRAVEL

INTEGRATION
ZOHU

In markets where regulations restrict businesses to using legacy systems, how can businesses access cloud contact center tools to upgrade their customer experience?

Read how one client used KOOKOO to improve customer relationship management without changing their legacy PBX.





KOOKOO acts as a layer between the existing PBX and ZOHO. KOOKOO dips into ZohoCRM on behalf of CISCO'S Call Center Manager and passes on all the customer information to the agent, drastically improving CX and cutting down average handle times.

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Cisco Call Center Manager is a popular PBX system. In markets such as Egypt where regulations prevent VOIP calling, this legacy system is particularly popular. However, there are drawbacks. It doesn't integrate with Zoho.

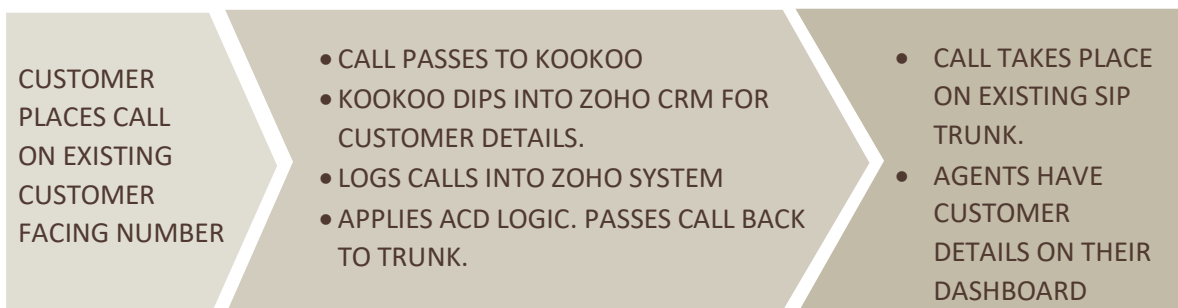
For our client, a large travel agency in Egypt serving 1.3m tourists annually, this was affecting customer experience. Customer support agents wasted precious customer time asking for caller name and details, no matter how often the caller had interacted with the agency before. In today's age of hyper personalisation, this was frustrating. However, the Travel Agency did not want to change their trunk or their customer facing number.

What was the solution? Should the travel agency continue to underserve their customer, or should they risk disrupting a stable phone system by changing their entire setup?

BECAUSE REGULATIONS SHOULD NOT LIMIT AMBITION

Egypt is not the only country to face limitations. KOOKOO has clients all over Asia and Africa who face similar restrictions. VOIP calling is still not legal in many countries, and this affects the kind of services that their customer support can offer.

Which is **why KOOKOO can integrate with any existing SIP trunk to bring in all the features and benefits of a cloud contact center to a legacy system.** In this case, so that the client could integrate with ZOHO, KOOKOO acts as a layer between the two systems.





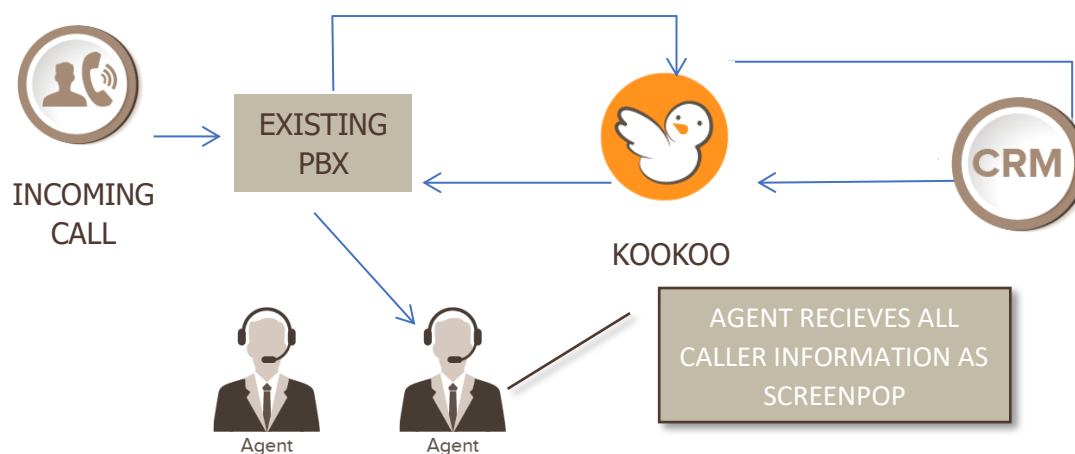
STELLAR CUSTOMER RELATIONS, EASY MANAGMENT

- Screenpop Integrations: Customer information stored in ZOHO automatically displays on the agent's screen when calls connect. Agent can greet every caller by name. If the caller had placed a complain or request previously, the agent can see these details as well, so the caller doesn't need to repeat these details.
- Auto Logging: Auto logging of incoming calls within ZOHO ensures that every incoming call can be mapped into the CRM for better customer relationship management.
- Unified Window: Agents needn't toggle between their CRM window and phone dashboard.
- Click to call: Agents can directly call customers from their Zoho Window / Contact list.
- Managers have access to 70+ reports to track call and call center performance via KOOKOO.

These features reduce average handle time and increase customer satisfaction—making it a win-win for customers and agents.

SOLUTION AT A GLANCE

CHALLENGE
Integrating existing SIP trunk with ZOHO.
SOLUTION
KOOKOO acts as a bridge between existing system and Zoho.



RESULTS
<ul style="list-style-type: none">• 100% Call tracking: All calls are now auto logged in Zoho.• Agents have all customer information at their fingertips.• Reduced Average Handle Times• Increased Csat