

Out Loud: UC Awards 2018 - Contact Centre the Focus for Kakapo

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As part of the submissions for the inaugural UC Awards we spoke to award nominee Kakapo about their year so far, the main industry trends impacting them, and their plans for 2019. BroadSoft is one of the world's leaders in the unified communications, team collaboration and contact centre industries. Kakapo systems specialise in software development in user applications for the BroadSoft platforms. Kakapo's work is critical for BroadSoft Service providers so we hear about how 2018 has gone for them and what their main targets are for 2019.

Patrick was joined by special guest from Kakapo Systems, Steve Tutt, who is their Marketing Director.

Steve explains that Kakapo have always been able to penetrate large parts of the market with their partnerships with the BroadSoft service provider community. Kakapo have been developing their applications so that they can be accessed and utilised through all of the main web browsers.

Arguably the biggest development for Kakapo is the release of their contact centre for BroadSoft. This enables service providers to add additional functionality to their BroadSoft provision.

"We have finally got to market with our contact centre for BroadSoft and that's been, really, three years in the making."

The new media streams enabled by Kakapo, such as web chat and web call back, will also be added to over the coming months with support for social media interaction imminent. The shift to omnichannel communication has obviously dramatically impacted Kakapo and their new solutions can enable them to provide additional value to all of their partners.

Patrick asks Steve if the Cisco acquisition of BroadSoft has had an impact on their proposition. The market share that BroadSoft have is hugely encouraging for Kakapo and opens a large proportion of the market. As Kakapo specialise in BroadSoft it enables them to fully focus their development, rather than spreading it across multiple different platforms.

Over the next 12 months Kakapo will be looking to further develop their contact centre proposition so they can assist the service provider community when it comes to facilitating great CX.

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