



Zomato pioneered the concept of a Food & nightlife guide in India and needed a telephony solution which could suit their dynamic requirements as well as perform smoothly at scale

Business challenge – Zomato launched its food & nightlife guide in 2010 and planned to rapidly expand to other India cities. Zomato's primary business model is to drive advertising revenues using its site as a review & feedback mechanism for users across India. Most users call restaurants to enquire, place orders, make reservations, give feedback etc. Monitoring these calls was identified as a key area to give more insight into consumer behavior.

Zomato on Ozonetel – Ozonetel launched the Kookoo.in platform in 2010 catering to the needs of businesses wanting to develop telephony applications linked to their websites or mobile applications. Kookoo offered a read-made solution along-with a functionality of a virtual number for each restaurant on the Zomato platform. Using this service, now Zomato could

- Monitor all calls made to this virtual number assigned to restaurants
- Give restaurant owners for the first time a view of how their staff was responding to customer enquiries by having access to all the recordings made via the virtual number
- Intelligently route calls to multiple phone numbers to ensure all calls are attended to
- Analyze the type of call – Enquiry, Online ordering, Table reservation etc
- Potentially create a business model in terms of leads via the platform, for restaurants

Impact of using Ozonetel

- ✓ Seamless expansion to newer geographies across India without any capital investment
- ✓ Expansion of current platform to service more customers on a scalable model, without any need to develop own software.
- ✓ Scale up or down depending on business need without getting stuck with any sunk costs

- ✓ Able to service entire India using one service provider
- ✓ All call information available in the form of detailed reports
- ✓ Ease of launching newer service offerings riding on Ozonetel's capabilities – Zomato also used Ozonetel's cloud call center solution during the initial days of Online ordering launch to streamline all order or support related queries

Zomato has expanded to over 14 cities of India availing Ozonetel's kookoo platform connecting over 10000 restaurants with customers on their platform