



How X2Com Upgraded Their Client Experience with **Tragofone's Customized Softphone Solution**



CASE STUDY

Introduction:

X2Com is a trusted telecom and cloud communication provider operating across the Netherlands and Belgium. With a strong partner network, they focus on delivering VoIP, mobile, internet, and cloud-based PBX solutions tailored for small and medium-sized enterprises (SMEs). Known for their commitment to reliable service and seamless communication, X2Com was determined to maintain high customer satisfaction — especially when it came to the mobile app experience.

The Challenge

X2Com was facing a growing concern from its partners and end-users: their existing softphone app had started to receive negative feedback, with clients that the existing solution could not meet the users needs, and functionality gaps. Internal policies at X2com require maintaining a minimum 8+ rating for any product or service, and the declining ratings risked impacting their service reputation.

They needed a softphone solution that could not only scale accordingly but also offer the flexibility for customizations tailored to their clients' expectations

The Solution

After evaluating several solutions, X2Com chose Tragofone for its robust VoIP softphone capabilities and its willingness to accommodate custom development. Tragofone worked closely with the X2Com team to replicate their required features and implement specific customizations that aligned with their partners' needs.

Some of the key customizations included:



Syncing **Profile Picture, Status, and Status Text** seamlessly between users.



Adding an **Option to Delete Customer Profiles and All Related Information** — ensuring easy compliance with GDPR and data protection policies.



Hiding the Caller ID Dropdown to simplify the calling interface.



Renaming **Enterprise Phonebook to ClearVox Phonebook** — exclusively on the apps, reflecting X2Com’s ecosystem branding.



Developing a custom **API for Voicemail Push Notifications** to ensure timely message alerts.



Ensuring **My Account and Custom Links** supplied “Tragofone” as the **User-Agent** in HTTP requests for smoother integration.



Enabling **LDAP Filter Customization Per User/Profile** for precise access control and directory handling.

The Results

The migration to Tragofone significantly improved the end-user experience, helping X2Com resolve client concerns and stabilize their app ratings above the required 8+ benchmark. The customized softphone not only enhanced the branding and usability for their partners but also positioned X2Com for scalable growth. They needed a softphone solution that could not only scale accordingly but also offer the flexibility for customizations tailored to their clients’ expectations.

With Tragofone’s flexibility and commitment to customization, X2Com strengthened its reputation for providing reliable and user-centric telecom solutions in the Dutch and Belgian SME markets.

Conclusion

Tragofone’s ability to offer a highly customizable and reliable softphone solution empowered X2Com to strengthen its reputation across the Dutch and Belgian SME markets. This collaboration is a testament to how tailored VoIP solutions can drive both operational efficiency and lasting client loyalty in a competitive telecom landscape.

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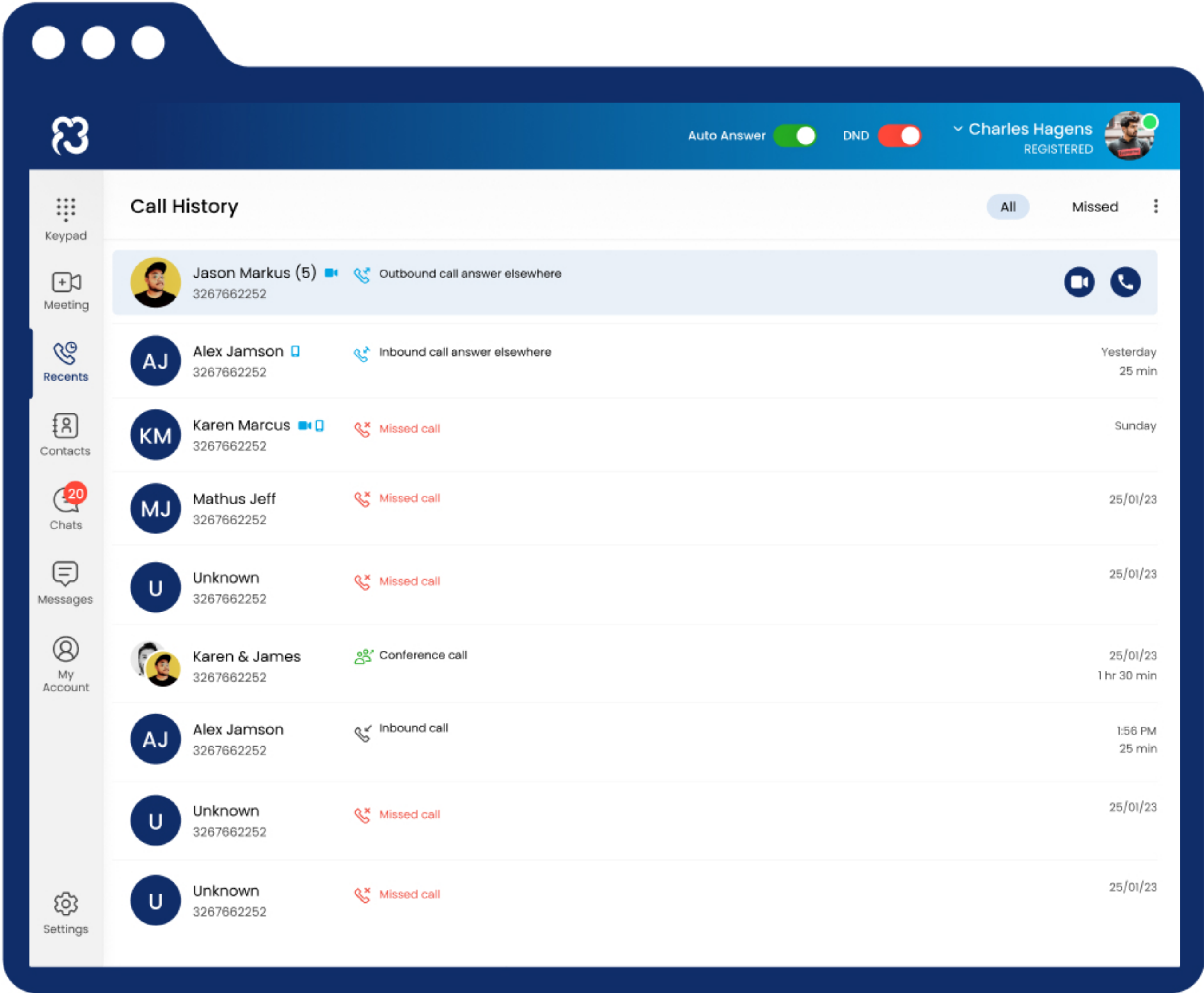
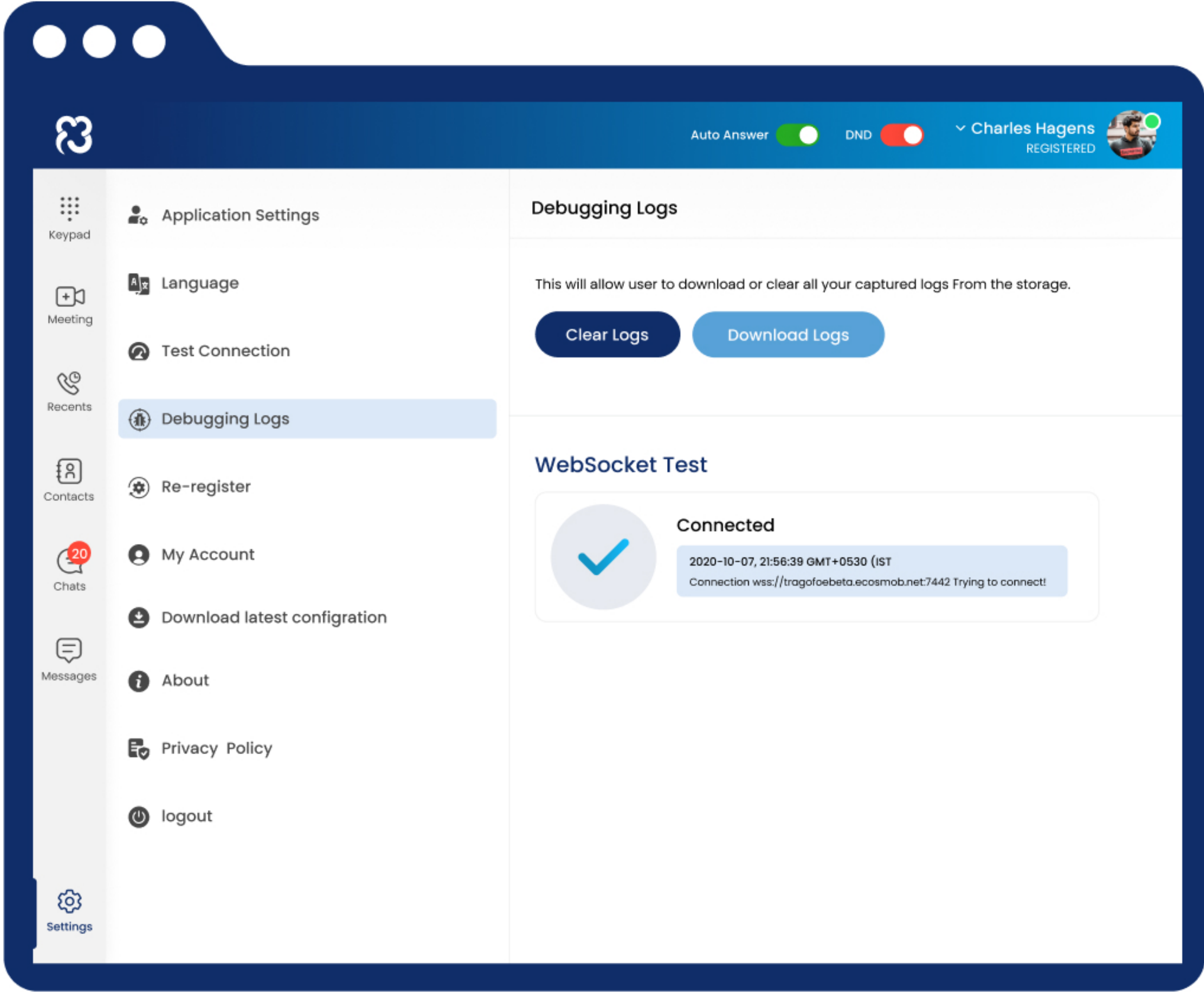
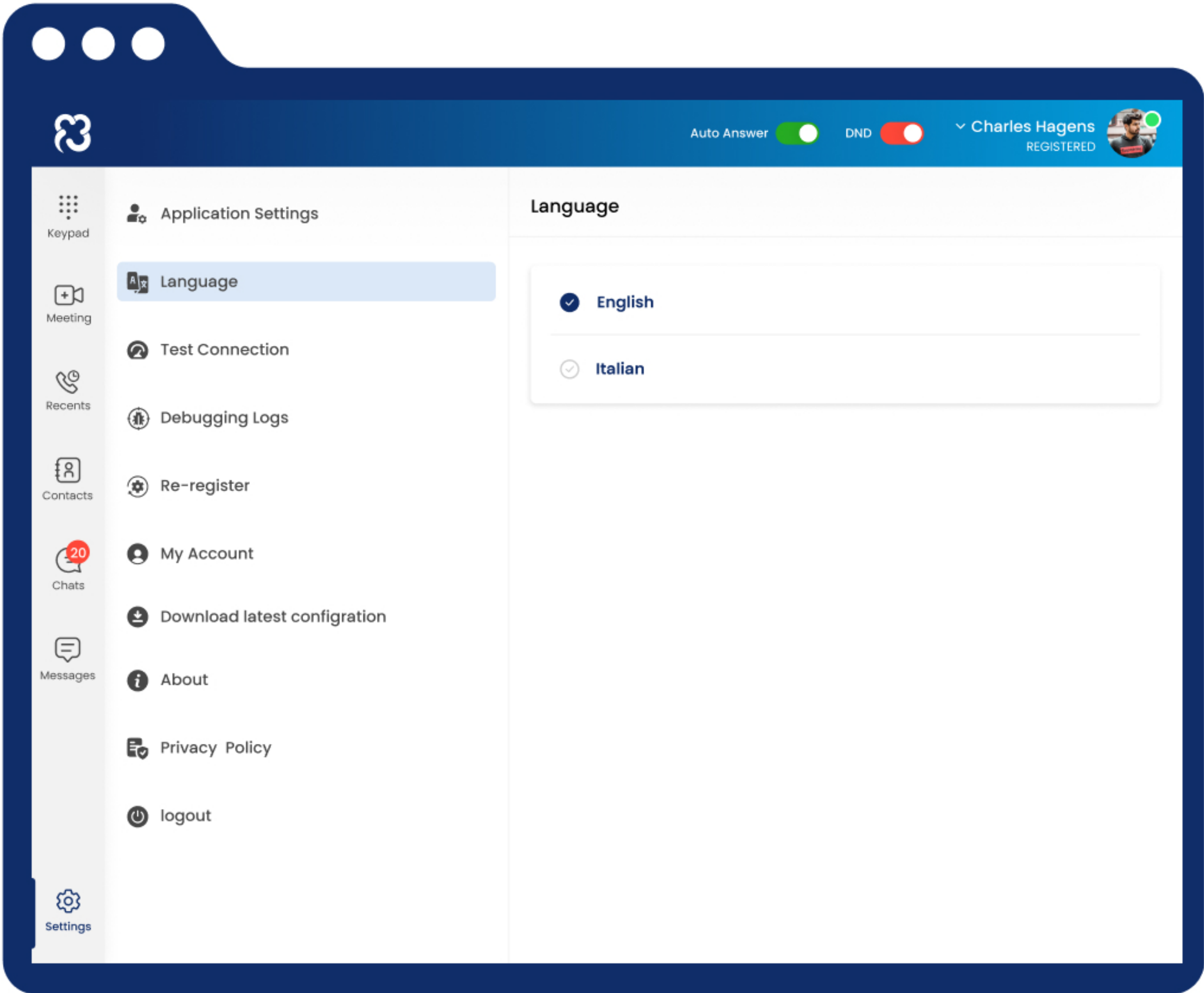
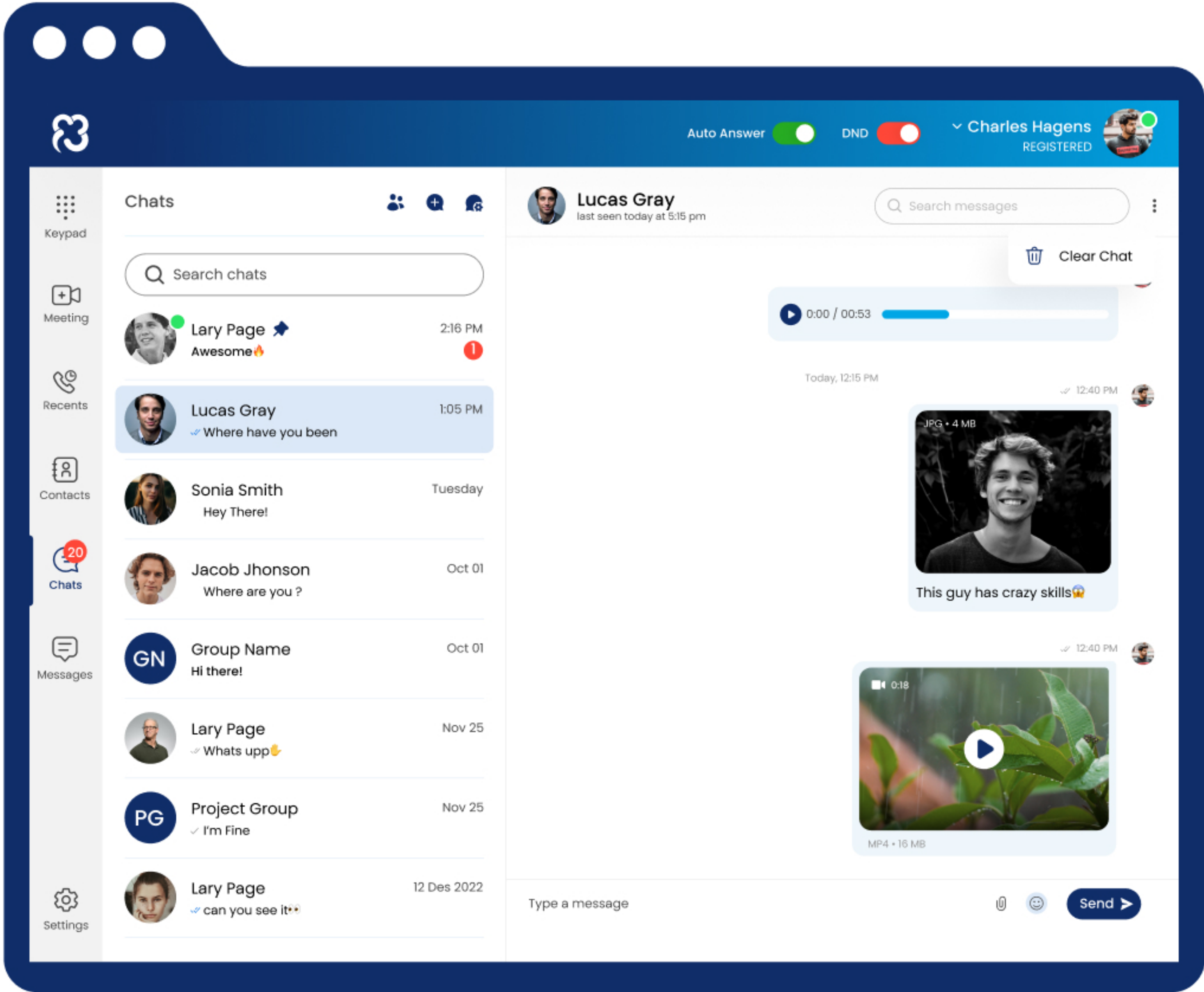
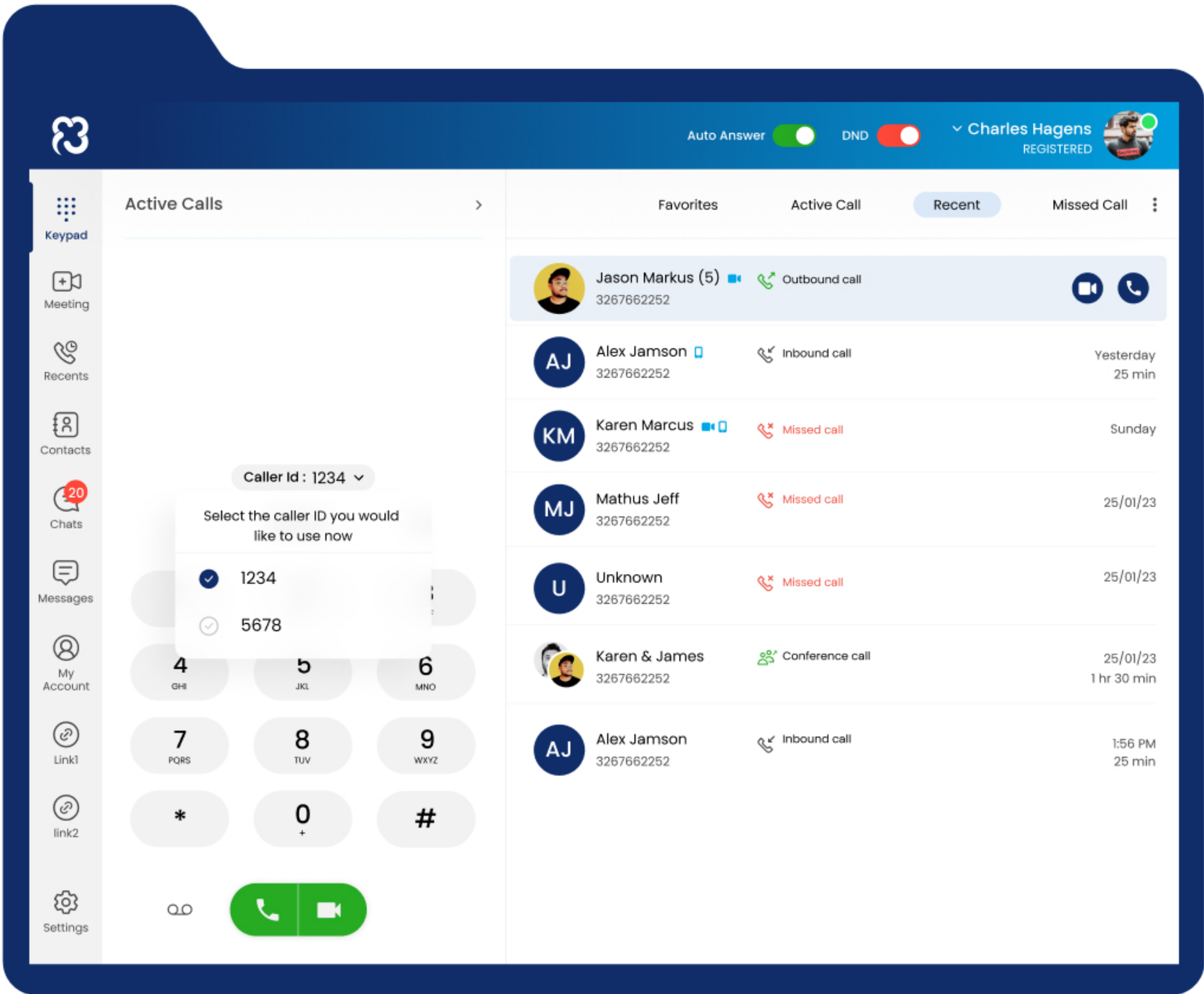
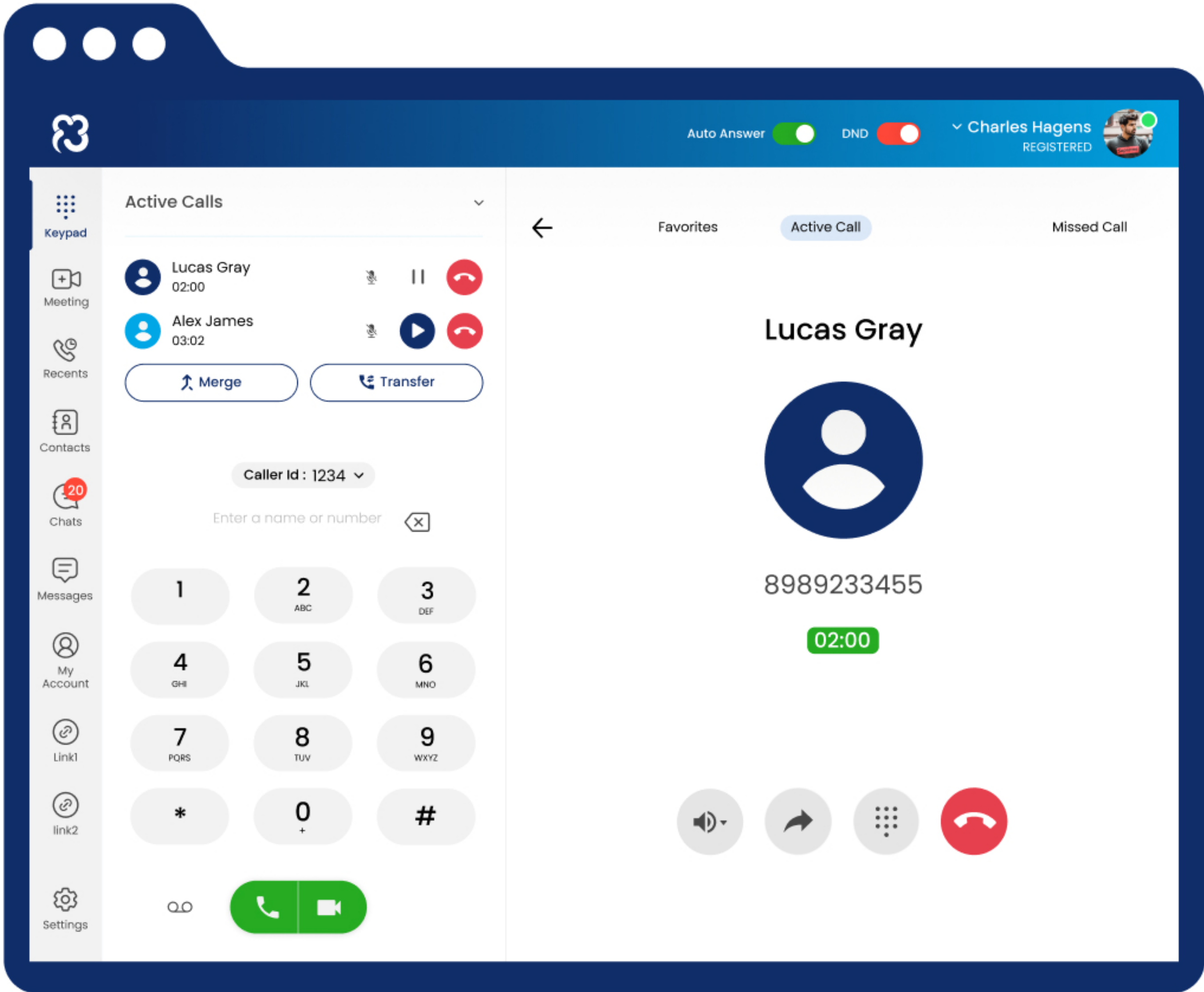
We’ve been very satisfied with both the app and our collaboration with the Tragofone team. They delivered exactly what we needed, including tailored features that integrate seamlessly into our operations. The product is of outstanding quality, reliable, intuitive, and clearly appreciated by our customers.

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Support has been excellent, and it’s rare to find a development partner that combines strong technology with genuine customer focus. We’re excited about the innovative direction of the platform and look forward to what we can achieve together in the next phase of our collaboration.

Omar Iqbal, Head of Technology , X2com

Snapshots of X2Com Powered by Tragofone



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