



“Ooma Office delivered exactly what we had hoped for.”

Robert Forehand, General Manager, NY Studio LLC



### Highlights

- Increased employee productivity and resources available
- Reduced telemarketing calls
- Savings of \$1000 a year on phone bills

### About NY Studio LLC

Founded in 2012, NY Studio LLC is a women's and children's apparel manufacturer blending leading pattern and digitizing scanning technology with old school fabric draping. NY Studio LLC works with international clothing and accessory brands and maintains a highly trained staff of patternmakers, sample hands and production sewers.

## Ooma Office helps apparel manufacturer become more productive and reduce phone bills by \$1000 a year.

### Challenges

NY Studio employs 20 people, with 5 employees needing access to a phone on a regular basis. They maintain five lines to cover inbound and outbound calls and pay additional fees for a conference bridge and call forwarding. The five employees shared responsibility for answering all inbound calls prior to hiring a dedicated receptionist. When the receptionist is on break or out of the office, others have to fill-in.

### Solution

NY Studio implemented Ooma Office and uses the Ooma Office virtual receptionist to direct all incoming calls. With Ooma Office, NY Studio reduced the number of lines from five to three.

The Ooma Office virtual receptionist allowed NY Studio to free up resources so that people could work on more mission critical projects. The General Manager of NY Studio uses a virtual extension to receive office calls on his mobile phone.

With Ooma Office's voicemail-to-email forwarding, employees check their voicemail messages from anywhere via email. Additionally, Ooma Office has dramatically reduced telemarketing calls since incoming “robo-calls” go directly to the virtual receptionist.

### Benefits

Ooma Office dramatically reduced NY Studio phone bills, saving over \$1000 a year.

Ooma Office increased productivity freeing employee time by having incoming calls handled by the virtual receptionist. NY Studio has been able to take advantage of the conference bridge, and the call forwarding features included in Ooma office, features which NY Studio had to pay extra with their previous telecom company.