**Practice What You Preach: A Building Automation Systems Company Modernizes Its Phone Communications.**

**Challenges**

As a provider of software solutions for energy-efficient, intelligent buildings, BASSG understands the importance of choosing the right technology to meet the needs of the user. So when the shortcomings of the company’s phone system kept adding up, Alper Uzmezler, managing partner of BASSG, saw an opportunity. “The phone system we had was a popular model that made a lot of promises, but we just weren’t seeing the value,” said Uzmezler. “The costs were high, it was hard to reach people away from the office and the quality of the audio was poor. If your phone system doesn’t help you communicate clearly, then what good is it?”

Inflexibility and the difficulty of daily use compounded their frustration with the old system. As a result, there was no guarantee that callers could reach the right employees.

**Solution**

Following some extensive research and testing, Uzmezler recognized that Ooma Office would give BASSG the right balance of cost efficiency, audio quality and manageability. Now, when a call comes in, it gets routed to the right person quickly, and if the caller isn’t sure who to contact, all employees’ phones can now ring through Ooma Office’s multi-ring feature.

The extensive list of features that Ooma Office provides is also appreciated by Uzmezler. “I like that I can add or change extensions when I need to and that I can customize so many aspects of how Ooma Office works. I’ve even changed our welcome message for those calling after-hours, which was impossible with our previous system. And since I often travel overseas, the call forwarding feature has been invaluable – I’m never out of reach.”

**Benefits**

One of the biggest benefits Ooma Office provides to BASSG is how it lives up to its promises. Employees are easy to reach, they’re able to make phone calls more reliably, audio quality is exceptional and the system is flexible.

“Ooma Office delivers the most value to us through its customization based on our needs. It fit in perfectly with our existing IT network, and we’ve never had any support issues. On top of all that, it makes our company seem more professional. Ooma Office is the ideal phone solution for BASSG,” Uzmezler said.

For more information visit www.ooma.com/oomaoffice
Or contact us at 877-959-6662