



AGA Displays & Fixtures

CASE STUDY

Other phone systems fell short—Ooma Office made this display company stand out.



AGA Displays & Fixtures designs, engineers and manufactures Point-of-Purchase displays for leading brands around the country, including Brookstone, Best Buy, Dunkin' Donuts, Pepperidge Farms, Fiji Water and Monster Energy.

The Challenges

AGA Displays & Fixtures designs and manufactures innovative, eye-catching point-of-purchase displays for well-known retail and consumer brands. Their displays attract consumers through innovative product presentations, yet AGA's own phone system failed to present them in a professional, consistent way to customers. In fact, AGA tried three different phone solutions, none of which met their needs.

"We tried a popular VoIP provider, Google Voice and our cell phones. They all worked as advertised but lacked the flexibility and functionality we require for our business. Plus it was hard to administer those solutions since none of them offered a single, centralized management capability," notes Daniel Graves, chief of operations for AGA.

“A small company can't be held back because its phone system is unprofessional. Ooma Office gives a polished and consistent impression to our customers, while fitting into the work style of our organization.”

– Daniel Graves

Chief of Operations, AGA Displays & Fixtures

The Solution

After an acquaintance recommended Ooma to Daniel, he spent a lot of time researching and eventually installed Ooma Office. He hasn't looked back since. With the easy management capabilities offered by Ooma Office, Graves and his team can make changes on the fly. "The wireless setup was important to us. It meant we didn't have to run wires or hire a technician to get it working. Combined with how easy Ooma Office is to manage and use, as well as features like the Virtual Receptionist, this solution gives us exactly what we need in a phone system," said Graves.

Additionally, since callers can be forwarded to employees' cell phones when they are off-site, Ooma Office actually enhances AGA's culture. "We like to think of ourselves as a progressive company, and we embrace technology that allows for effective remote working to improve the quality of life for our employees. Ooma Office can be easily configured to forward calls to our cell phones while offsite. It's so seamless that customers don't even notice any difference," Graves noted.

The Benefits

Ooma Office has given AGA precisely what its previous phone systems lacked: a flexible solution with easily managed features that fits the company's culture and projects a professional impression to customers. "We pride ourselves at being in the forefront of our industry, but when the first point of contact for a prospective customer is a loosely managed phone system with no flexibility or manageability, our identity can suffer. Communication is critical to the success of our operation and Ooma Office gives us peace of mind so we can focus on our products and customers," said Graves.

Ooma serves diverse customers in a wide range of industries, including:



Questions? Call 877-412-9552. Request a free consultation and personalized quote today.