

When it pays to get the calls that matter most, Colburn Construction calls on Ooma Office.



Colburn Construction, Inc. is a union-affiliated contractor founded on the principles of professionalism, quality, safety and experience. Based in Cullman, Alabama, with offices and fabrication facilities in Birmingham, Alabama, CCI has performed projects throughout the continental U.S. and in Puerto Rico.

The Challenges

Colburn Construction, Inc. (CCI) might be a small business, but it doesn't act like one. CCI boasts more than 200 employees, many of whom are highly skilled craftspeople working on job sites across the country. But only four people work out of their main office, directing resources, communicating with on-site managers, working with customers, partners and suppliers, all the while managing the business.

With such a small team keeping track of so many projects, it's critical that that CCI's phone system enables easy and efficient communications. Their previous phone system fell short in this regard, with a limited feature set and regularly interrupting workplace operations. "When someone would call the office, everyone's phone would ring. Whomever was available would answer and then try to transfer the caller to the right person. Even worse than that, we were getting dozens of telemarketer calls each day, interrupting us constantly," recalls Jonathan Arndt, general manager of CCI. "Compounding the problem was that we were paying more than \$300 per month for a low-value phone system."

“ There's really no reason why a small company shouldn't have Ooma Office. I don't know much about big, expensive phone systems, but there's no need to buy one of those when you can have the value offered by Ooma Office. ”

– Jonathan Arndt

General Manager, Colburn Construction, Inc.

The Solution

After performing some online research, Arndt was introduced to Ooma Office and has never looked back. Now, callers are greeted by the Virtual Receptionist, which helps guide them to the right person. "The Virtual Receptionist is like adding another employee. I'm always confident that calls are routed to the right people, while the calls that we don't want are less likely to make it through," said Arndt.

CCI also benefits from Ooma Office's ease of set up and manage. "We don't need an IT consultant to come in and set up the phone for us; we can do all of that ourselves quickly and easily," notes Arndt.

The Benefits

Ooma Office has helped CCI improve its public-facing persona by putting professional polish on a high-performing business. But more than that, the success of Ooma Office lies in the value it provides to CCI. "We're able to put callers in touch with the right people faster, which improves efficiency. I'd also estimate that we've cut the number of telemarketer calls in half, so there are far fewer interruptions in our day," explains Arndt. "Finally, we've cut our phone system costs from \$300 per month to around \$40 a month, and those cost savings go straight to our bottom line. There's no reason not to get Ooma Office."

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

