



Dutch Dog Design

CASE STUDY

The happy tale of how Ooma Office helps grow customer demand for Dutch Dog Design.



Dutch Dog Design creates innovative and unique products that make a positive impact on the lives of dogs, while improving the relationship between dogs and owners. Their products include pet trailers, strollers, bike baskets and carriers, as well as a line of elevated dog furniture for the home, office, car and outdoor living.

The Challenges

Dutch Dog Design is a leader in innovative and unique pet activity and furniture products, with a small team of three professionals managing the firm's home office. The company gets buried in inbound calls, including sales requests, customer service inquiries and calls from international partners and colleagues in the Netherlands.

Dutch Dog Design's legacy phone system was a wireless unit that connected to the cable company, costing more than \$300 per month. When someone would call, all the phones would ring and anyone available would answer, meaning that employees might pick up calls not meant to them, creating confusion and delays for callers. Matthys van Leeuwen, Dutch Dog Design's owner and product designer, knew there had to be a better solution to serve his small, but busy, business. After performing some research online, van Leeuwen found Ooma Office and was immediately drawn to its wide array of features. Not long after, van Leeuwen installed Ooma Office and saw an immediate impact.

The Solution

Since each office employee has a different job description, they each enjoy only receiving phone calls that pertain to their respective roles through Ooma Office's Virtual Receptionist feature. When employees are out of the office, they can receive calls forwarded to them or listen to voicemails that Ooma Office delivers as email attachments.

As a small company, Dutch Dog Design doesn't have the time to spend on managing an office phone system, but with Ooma Office, van Leeuwen can configure the system from anywhere using the Ooma Office Manager, an online portal that lets you easily change things such as the welcome message, extensions and call forwarding.

The Benefits

The Ooma Office solution has been a boon to Dutch Dog Design. In addition to saving them more than \$200 per month, it's giving employees communications capabilities they've never had before. "We're getting to customer calls more quickly, and have been able close sales more efficiently. As a small business, it's critical that our phone system helps us put our best foot forward," said van Leeuwen.

“Ooma Office helps my company sound more professional for customers, and is the ideal first impression for making sales.”

– Matthys van Leeuwen

Owner, Dutch Dog Design

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

