

Ooma Office helps a sailing school centralize its phone system and reduce costs by \$1200 a year.



J World is a 32 year old performance sailing school and club providing sailing classes, sailing charters and corporate team building activities operating in San Francisco bay area, San Diego and Puerto Vallarta.

From first-time mariners learning to sail to seasoned salts looking to expand their horizons with advanced yacht racing or cruising courses, J World has programs designed to challenge and educate.

The Challenges

J World has 5 employees and several contractors spread out across three distant office locations. Each location has its own telephone number and phone lines provided by three different telephone companies. J World wants to centralize their incoming calls, so bookings and reservations can be managed out of the San Francisco location. Staff is often out of the office conducting classes or on charters and they need a phone system that allows employees in the field to receive calls remotely. J World also needs to retain its existing telephone numbers and reduce costs.

“ It meets all of our telephony needs, and has enabled us to manage three business locations from one. ”

– Barry Demak
General Manager, J World

The Solution

Ooma was able to port all of J World’s telephone numbers from three different telephone companies and dedicate one extension (in San Francisco) to handle reservations. J World used Linx remote phone jacks for on site extensions and virtual extensions to reach employees in other locations. Because J World retained their phone numbers, they did not have to reprint marketing collateral. Set-up was easy and J World was able to use their existing phones.

The aggregation of phone lines, and Ooma’s Multi-Ring and virtual extension capability enables J World to answer the phone more often and speak to their customers about their sailing goals. Getting their sailing pros on the phone with prospective customers reduces the time for a prospect to book a class, charter or coaching session.

The Benefits

Ooma Office streamlined J World’s communications allowing them to respond to customer inquiries faster and help speed-up their reservation process. Ooma Office increased their phone capacity at the same time it reduced the cost of the lines they had to maintain. Ooma Office provided dramatic cost savings and delivered more functionality than their previous phone company.

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

