

### Ooma Office allows an on-the-go architectural firm the flexibility to grow.



KITE is a full service architectural firm that focuses on institutional projects, private development, and public facilities ranging from large new urban landmarks to modest renovations.

#### The Challenges

KITE Architects counts six total employees, and day to day tasks involve a great number of out-of-office meetings at construction sites, existing facilities requiring renovation, and public meetings and hearings. Clients found it difficult to reach employees at their desks, and while key staff have cell phones, their numbers were not widely published and required multiple calls to reach them.

Some employees also work remotely and part-time, so client responsibilities and administrative tasks are spread among a limited group. As a firm specifying over \$10 million in construction materials each year, the office is also inundated with sales calls from material and product manufacturers, many of whom offered useful information. Significant staff time was spent answering the phone and determining if the caller was someone the professional staff would be interested in speaking with versus simply taking a message.

“When we got the unit it was very simple to set up. In fact, within an hour of opening the box we were all using Ooma. The key benefits we quickly realized were time savings which have translated into cost savings.”

– **Christine Malecki West**  
CEO and Principal, KITE Architects

#### The Solution

Clients can now more quickly reach KITE employees without going through a virtual receptionist, a major selling point for clients and prospective clients that put a high priority on immediate responsiveness. The ability to have extensions simultaneously ring each staff person’s cell phone has meant no call is missed.

KITE’s move to using Ooma Office has allowed them greater flexibility as they settle into a new office space. The company has not yet made final decisions on where people will sit, so Ooma has saved KITE the complication of wiring, but also re-programming extensions.

The conference room in the new office still lacks data or telephone wiring, so Ooma’s wireless extension device allows KITE to move the speaker phone to different locations in the office.

Ooma Office also allows KITE’S founder to have his extension forward to his cell phone and take new client inquiries remotely as he transitions to retirement.

#### The Benefits

Ooma Office has been a boon for office productivity, allowing staff to devote more time to billable projects instead of overhead resulting in an estimated \$2,000 a month in increased revenue.

KITE’S telephone bill also decreased 70 percent, yielding another \$100 per month in savings from \$140 to \$40 per month.

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

