



CASE STUDY

POTS Replacement for Retail



Luxury Goods Retailer, Burned by Poor Service, Turns to Ooma for a Quick POTS Replacement

The customer:

A luxury goods retailer that manages stores globally for multiple iconic brand names.

The challenge:

The retailer had been burned by another provider of POTS replacement who dropped off equipment at store locations without any instructions or installation service, and also failed to shut off old POTS lines, resulting in double billing.

The solution:

In response to an urgent request from the retailer, Ooma installed 450 lines of Ooma AirDial at all 125 U.S. locations of one of the retailer's brands in less than a month by working overtime at night and on weekends. The installation process went so smoothly that the retailer is now actively considering AirDial for its other brands.