



Ooma:

from VoIP Start-up to
Industry Leader

Partnering with TELUS International to enable growth and
the best customer experience





The client

Ooma™ is a top-rated VoIP provider in the U.S., enjoying numerous top product accolades. With innovative technology, Ooma's value proposition to customers is cost savings with uncompromised clarity, reliability and simplicity. Ooma's quick and easy setup appeals to the technically savvy and the technophobic alike.



Since successfully establishing its presence in the VoIP marketplace, this former start-up company was poised to earn even greater market share.

The challenge

Scaling customer support to meet changing consumer needs

Ooma's initial, early adopter customer base understood VoIP and had a level of self-sufficiency in implementing the product. But as the company grew and the technology evolved, so did its customers. Today's mainstream consumers want to buy the device, plug it in and enjoy full functionality. This required a change in the support model, with more focus on educating consumers and providing expert assistance during setup in order to maintain the highest levels of customer satisfaction.

To make this support model successful, Ooma had to assess whether to make a significant investment in its existing contact center, or to work with a partner and outsource part of the operation. After an extensive evaluation, Ooma made two key decisions: first, to outsource, and second, to select TELUS International as its partner. These decisions changed the cost

base of Ooma's operations making it more competitive, while reinforcing its key differentiator of exceptional customer service.

Since launching the program in 2009, TELUS International remains Ooma's sole outsourced provider for customer service.

The TELUS International solution

After assessing Ooma's business goals, TELUS International proposed a solution focused on:



Driving subscriber
growth



Optimizing cost
structure



Delivering an
outstanding customer
experience

With experience serving both established leaders and fast-growing tech upstarts, the TELUS International team was well positioned to help Ooma achieve its goals. TELUS was able to craft a solution that would complement Ooma's existing operations by:

- Leveraging existing infrastructure to reduce transition costs and implementation timelines, while maintaining an aggressive growth schedule
- Streamlining the number porting and activation process to improve order turnaround times and customer experience throughout the customer acquisition process
- Creating a tiered customer support model with Ooma initially owning outbound sales and complex level 3 support, while moving billing, account management, and inquiry-based calls to TELUS International. Later, they also moved level 3 support to TELUS
- Partnering to create strategies to retain customers and prevent churn
- Helping launch support for its SMB solution, Ooma Office

Transitioning customer care to a trusted partner allowed Ooma to focus on driving its core business of VoIP technology in the consumer market. Ooma quickly benefited from a partnership based on information sharing and open, regular communications.

The customer experience value

Both Ooma and TELUS International are committed to ongoing and open daily and weekly communications to maintain interlock between the onshore and offshore operations for message consistency, cultural infusion, and real-time reporting accuracy. Throughout the partnership, Ooma defines the expected customer experience, and TELUS International delivers with profit-impacting and business value results. This includes:

- Delivering near real-time customer service metrics that enable Ooma's responsiveness
- Significant agent up-selling contribution
- Enabling process efficiency for additional cost savings
- Daily Voice of the Customer insights via regular communications with the frontline
- Incorporating agent feedback to influence product design

Results

TELUS International is Ooma's only outsourced customer service partner, and the partnership has resulted in several impressive accolades for the client. For instance, Ooma has won PC Magazine's Business Choice Award for best VOIP solution two years in a row for its "universally high scores in overall satisfaction, reliability, likelihood to recommend (and Net Promoter Score), and average tech support satisfaction." TELUS International has also helped Ooma maintain its #1 ranked Home Phone Service from Consumerreports.org.



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Since partnering:

- Headcount has grown by four times since program launch
- In the last several years, Ooma has experienced almost 50% growth in its customer base including recently launching a French queue, while only increasing staffing levels by 20%, thanks to increased efficiency, improved upsell conversion, and rising customer retention rates

- Sales team drives revenue up, working with a dedicated retention team to limit downgrades, reduce cancellations and retain customers
- Employee engagement levels have risen to a world-class level of 81%

“From a customer experience perspective, if you have a good outsourcing partner, it doesn’t matter where they are physically located. You can make the customer service experience seem as though it’s right next door in the same state as the customer if you do it well... For Ooma, TELUS International demonstrated the ability to attract global talent and core competencies from very different markets to fit our needs.”

– Jamie Buckley,
VP of Customer Service for Ooma.



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