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Diana Brobmann, Chief Toy Officer, GiGGo Toys



Highlights

- Eliminates the need to purchase third-party conference call services
- Takes the place of a live receptionist, saving a salary worth \$40-\$45K in New York.
- Gives the impression of one united company – customers who call the office the impression that remote workers are located in the New York headquarters

About GiGGo Toys

GiGGo Toys' mission is to bring fun to kids all over the world, encouraging children of all ages to enjoy life, play safely outside, and most of all, to be kind to one another. GiGGo Toys creates kid-friendly, ride-on toys such as the Motortcycle™, Li'l Skootah™ and other licensed vehicles that enable safe, outdoor play for children and spreads the story of their mascot GiGGo, an animated African elephant and his friends.

Ooma Office helps start-up toy company fill big business britches with minimal resources.

Challenges

GiGGo Toys identifies itself as a “small start-up toy company with big business britches,” but those britches are difficult to fill with minimal resources. With only nine employees, GiGGo Toys knew it was crucial to find the right set of business solutions that would help the company operate above its weight.

“When going up against the big guys in the toy business like Fisher Price and Peg Perego, it was important retailers like Toys “R” Us and Target didn’t see us as new and ill equipped,” said Diana Brobmann, Chief Toy Officer. “From the beginning we were smart about partnerships because there was neither time nor room for errors. One of our functional priorities was finding the perfect communications provider that made us sound bigger than a start-up, and Ooma met this need.”

Solution

Ooma provides a specific set of services at an affordable cost and caught GiGGo's eye after GiGGo invested time into comparison shopping for telecom services.

Ooma Office’s virtual receptionist and conference call features were the perfect solution for a small company looking to cut costs without sacrificing functionality.

Ooma Office gives GiGGo Toys the ability to assign extensions to staff that work remotely, making customers who call the office through Ooma believe that all employees are located in the New York headquarters.

Benefits

GiGGo Toys can enjoy more financial efficiency by not having to pay for third-party conference call capabilities and operating without a live receptionist with an accompanying salary of \$40-\$45K in New York.

The company benefits from Ooma’s ease of use. This is crucial for GiGGo Toys, as they didn’t have time to learn a complex system.

GiGGo is also able to personalize outgoing messages and add a theme song for customers on hold.