



“We love that we didn’t have to alter our network at all to install Ooma Office. Combine that with all the customizable features it offers, and we have a solution that perfectly adapts to our business needs.”

Alper Uzmezler, Managing Partner, BASSG



## Practice What You Preach: A Building Automation Systems Company Modernizes Its Phone Communications.

### Highlights

- Flexibility of Ooma Office gives BASSG all the customizable features it needs
- Audio quality of phone calls is dramatically improved
- Extension dialing, multi-ring and call forwarding means that no employee is ever out of reach

### About BASSG

Founded in 2004, BASSG is an innovator in Building Automation Technology and BAS Analytics delivery that reduce implementation and facility management energy costs. Through in-house developed easy-to-deploy, multi-system software tools, BASSG branded OEM products and multiple distributorships, BASSG can be a one-stop provider for everything BAS at unbeatable value, significantly lowering implementation and maintenance costs.

### Challenges

As a provider of software solutions for energy-efficient, intelligent buildings, BASSG understands the importance of choosing the right technology to meet the needs of the user. So when the shortcomings of the company's phone system kept adding up, Alper Uzmezler, managing partner of BASSG, saw an opportunity. “The phone system we had was a popular model that made a lot of promises, but we just weren't seeing the value,” said Uzmezler. “The costs were high, it was hard to reach people away from the office and the quality of the audio was poor. If your phone system doesn't help you communicate clearly, then what good is it?”

Inflexibility and the difficulty of daily use compounded their frustration with the old system. As a result, there was no guarantee that callers could reach the right employees.

### Solution

Following some extensive research and testing, Uzmezler recognized that Ooma Office would give BASSG the right balance of cost efficiency, audio quality and manageability. Now, when a call comes in, it gets routed to the right person quickly, and if the caller isn't sure who to contact, all employees' phones can now ring through Ooma Office's multi-ring feature.

The extensive list of features that Ooma Office provides is also appreciated by Uzmezler. “I like that I can add or change extensions when I need to and that I can customize so many aspects of how Ooma Office works. I've even changed our welcome message for those calling after-hours, which was impossible with our previous system. And since I often travel overseas, the call forwarding feature has been invaluable – I'm never out of reach.”

### Benefits

One of the biggest benefits Ooma Office provides to BASSG is how it lives up to its promises. Employees are easy to reach, they're able to make phone calls more reliably, audio quality is exceptional and the system is flexible.

“Ooma Office delivers the most value to us through its customization based on our needs. It fit in perfectly with our existing IT network, and we've never had any support issues. On top of all that, it makes our company seem more professional. Ooma Office is the ideal phone solution for BASSG,” Uzmezler said.