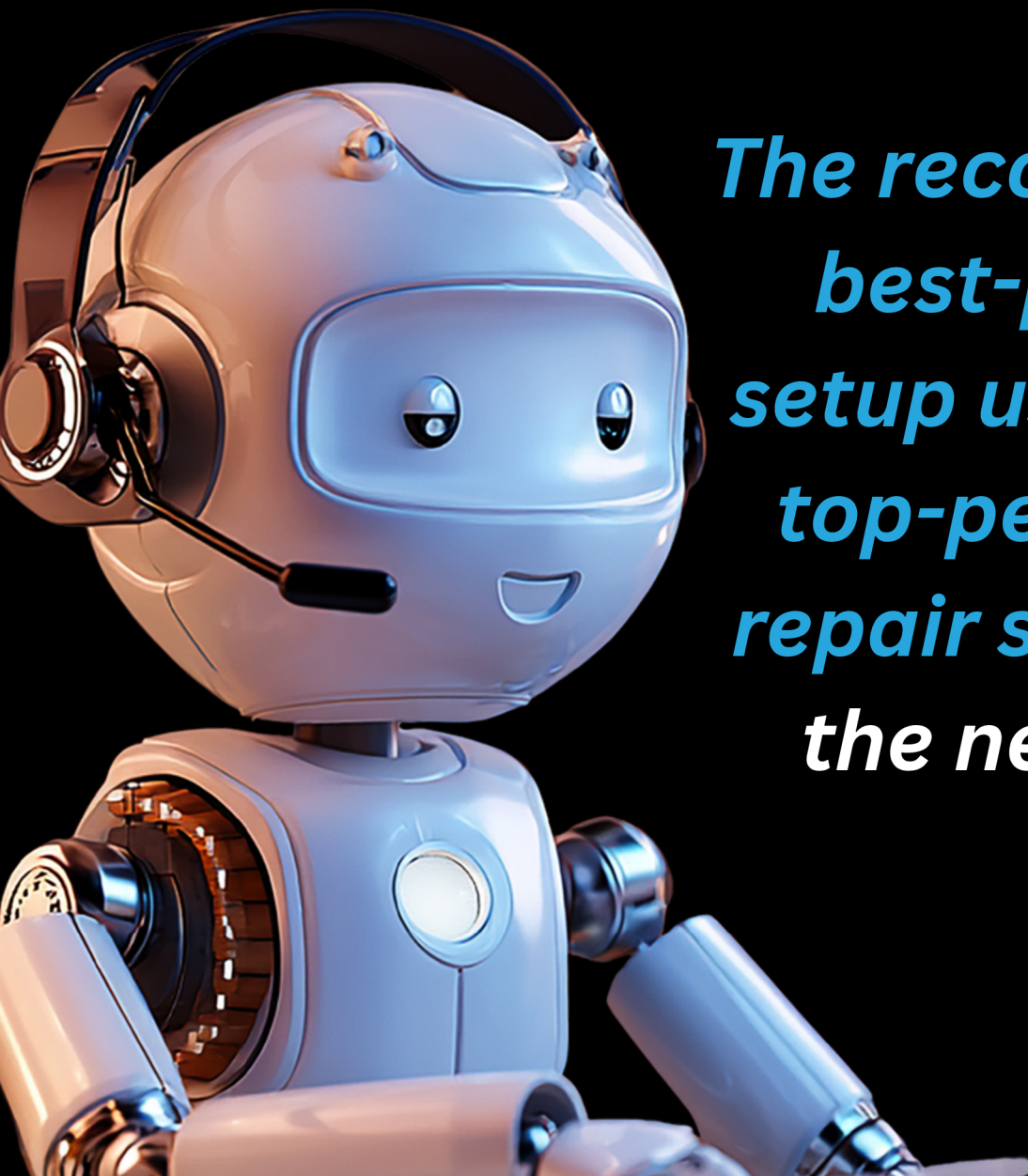# BEST PRACTICE: USING THE OOMA 2-LINE PHONE SYSTEM IN A CELL PHONE REPAIR SHOP

WITH RFA VOICE AI INTEGRATION

INTRODUCTION

An OOMA 2-line phone system is one of the most effective ways to reduce call overload, improve customer satisfaction, and ensure you never miss opportunities — especially after hours.

The recommended best-practice setup used by the top-performing repair shops is on the next page.
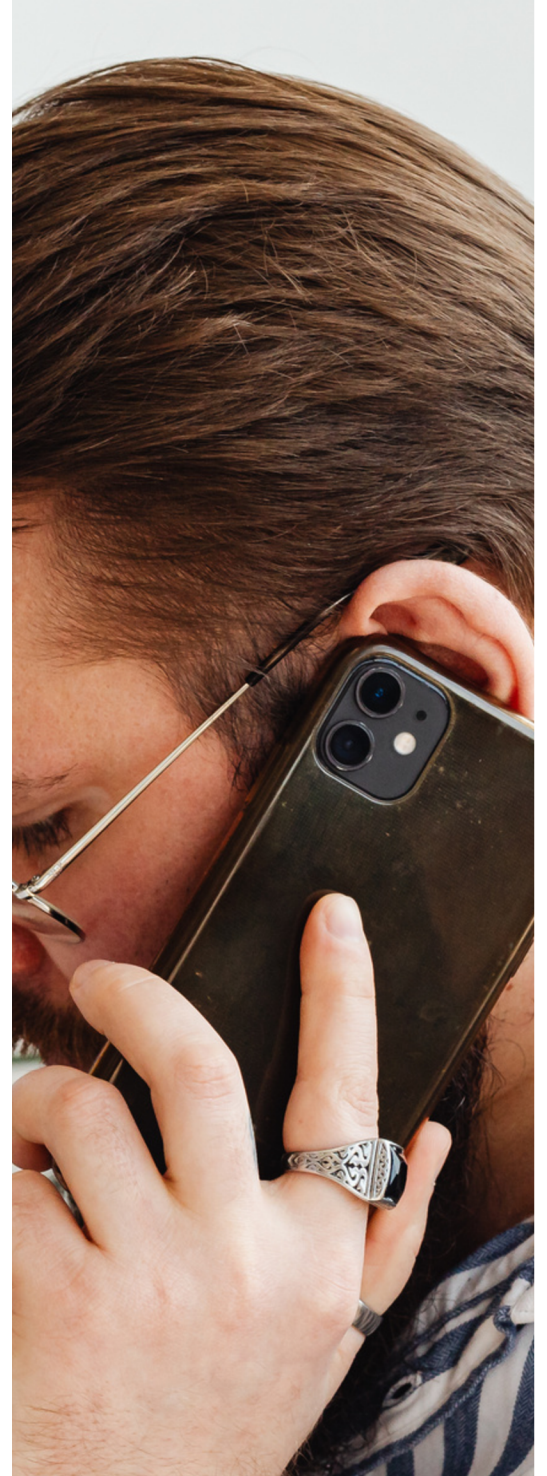
Recommended Phone Tree
STRUCTURE

MAIN GREETING
(LINE 1 - CUSTOMER-FACING LINE)

"Hello, this is Cell Phone Repair.

Press 1 for hours and directions.

Press 2 if you have a Critical Device Emergency and want to get a price on a repair right away.

Press 3 if you're checking the status of a repair."

OPTION 1: HOURS & DIRECTIONS (PRE-RECORDED MESSAGE)

- Plays instantly — no staff involvement.
- Gives customers the information they call for most frequently.
- Reduces 30–50% of wasteful calls.

BEST PRACTICE:

- Keep the message under 30 seconds.
- Include: hours, address, parking info, and website.

OPTION 2: CRITICAL DEVICE EMERGENCY → SENT TO LINE 2 (RFA VOICE AI)

When the customer presses 2, the call automatically transfers to your Voice Chat, which is powered by the RFA Voice AI Receptionist/Tech Assistant.

WHY THIS IS A BEST PRACTICE:

- Critical customers = highest-converting customers.
- AI answers immediately — no ringing, no hold times.
- Staff stays focused on customers already in the store.
- You capture every possible lead, 24/7.

WHAT HAPPENS NEXT:

- The AI professionally answers.
- Provides instant pricing.
- Books appointments.
- Captures customer info.
- Handles unlimited calls simultaneously.
- Allows integration with CRM -Google calendar etc. for Booking Appointments
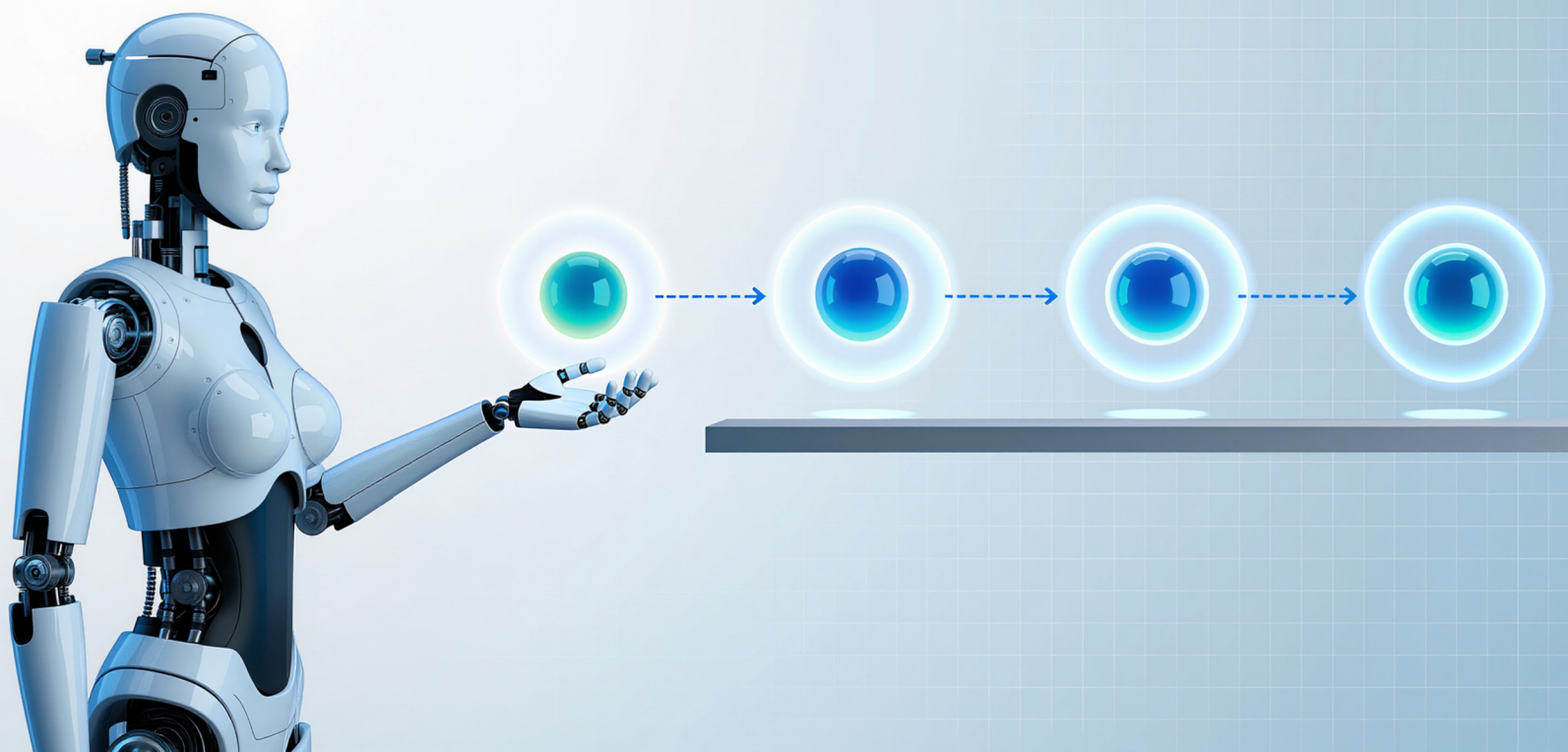- Works after hours, so you never miss a real repair lead.

OPTION 3: REPAIR STATUS UPDATES (AUTOMATED OR LIMITED HUMAN LOAD)

Status calls are the second-largest time-waster in repair shops.

BEST PRACTICE:

- Route these calls to a live person at your shop or have the customer leave a message
- Provide simple instructions:
- "Have your ticket number ready. If you left your number, you'll receive a call back shortly.

This removes another large chunk of call interruptions.

WHY THIS PHONE SYSTEM IS SO EFFECTIVE?

01 **CUTS DOWN 60-80% OF UNNECESSARY CALLS**

By routing hours, directions, and status updates away from the front desk, your team stays focused and faster.

02 **IMPROVES PERFORMANCE INSIDE THE STORE**

- Techs aren't interrupted.
- Reps can stay customer-facing.
- The shop feels calm, efficient, and professional.

03 **DRAMATICALLY INCREASES AFTER-HOURS INTERACTIONS**

- The AI handles ALL emergency inquiries when you're closed.
- Customers don't go to Google and call your competitors.

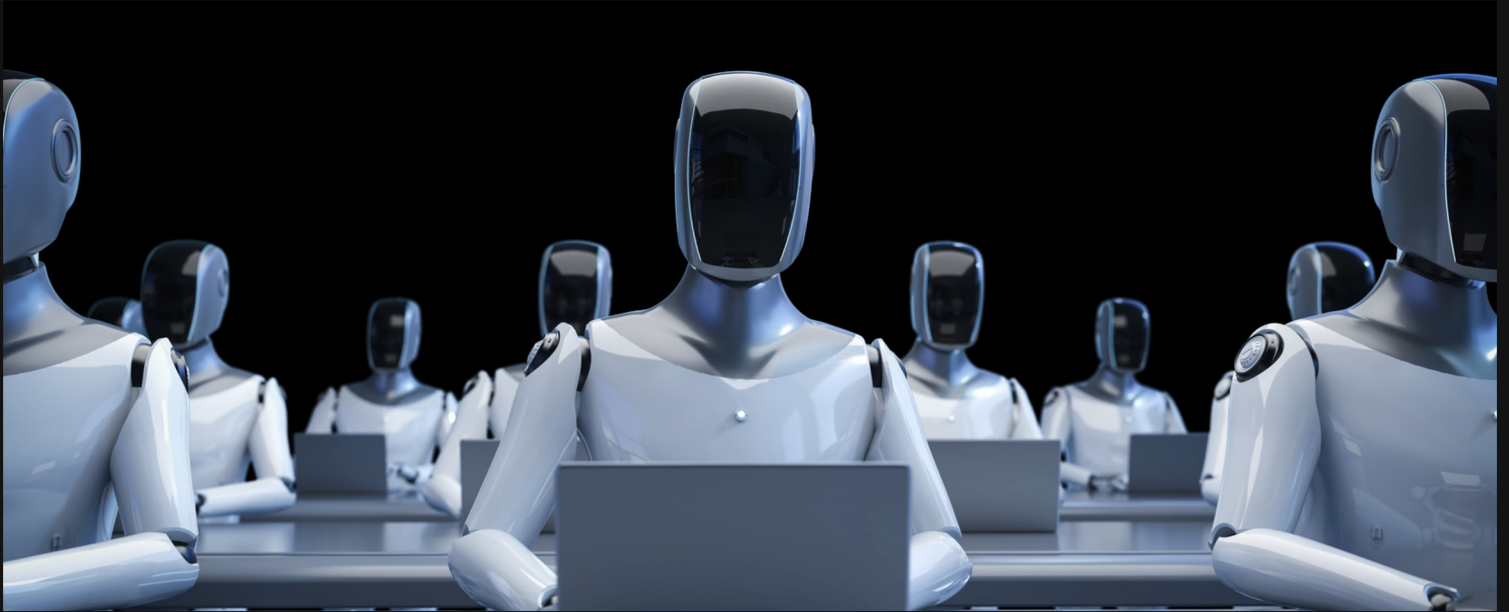**04** **ENSURES EVERY HIGH-VALUE CALL IS ANSWERED INSTANTLY**

Critical device emergencies are routed to the RFA Voice AI — the most valuable calls you get. Customer has option of requesting to speak to a liver person or a tech and the AI system routes the call back to the shop.

05 **PROVIDES A CONSISTENT, PROFESSIONAL EXPERIENCE**

- No rushed greetings.
- No missed calls.
- No "please hold" loops.

SUMMARY

HOW THE 2-LINE SYSTEM WORKS

LINE 1 → PHONE TREE

- Filters calls
- Reduces noise
- Sends only important calls to AI CHAT

LINE 2 → RFA VOICE AI

- Handles pricing
- Books appointments
- Runs after-hours
- Converts more leads
- Never misses a call