

Ooma®



REPAIRS FIRST
ASSOCIATION



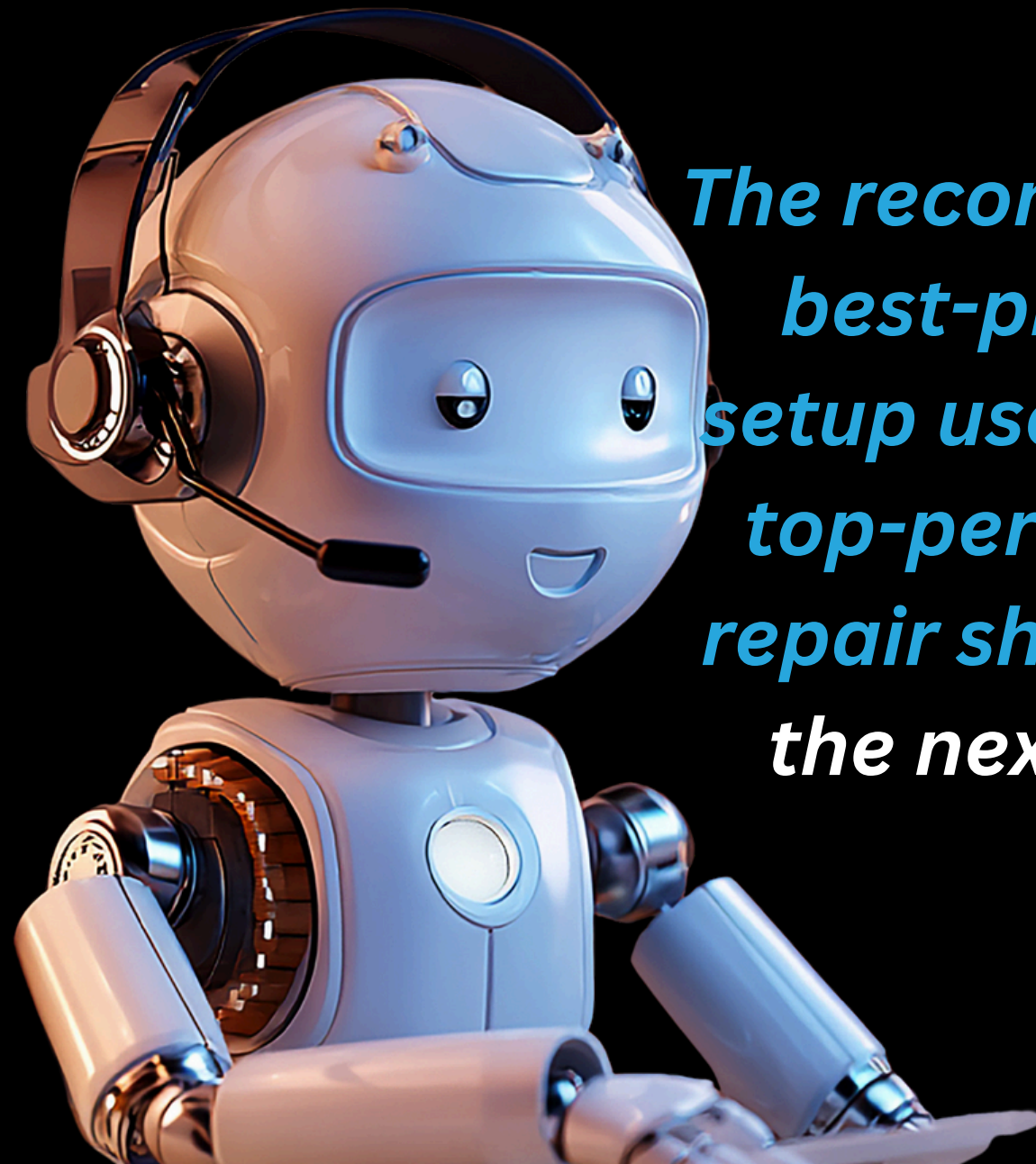
BEST PRACTICE: USING THE OOMA 2-LINE PHONE SYSTEM IN A CELL PHONE REPAIR SHOP

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**

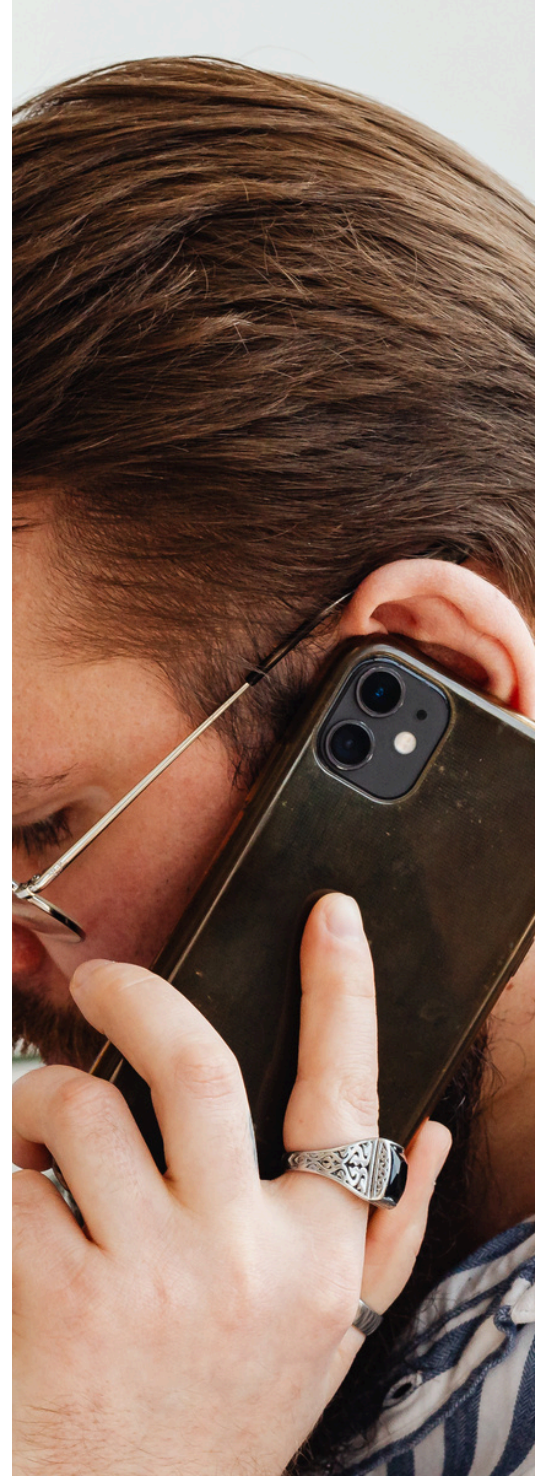
MAIN GREETING (LINE 1 - CUSTOMER-FACING LINE)

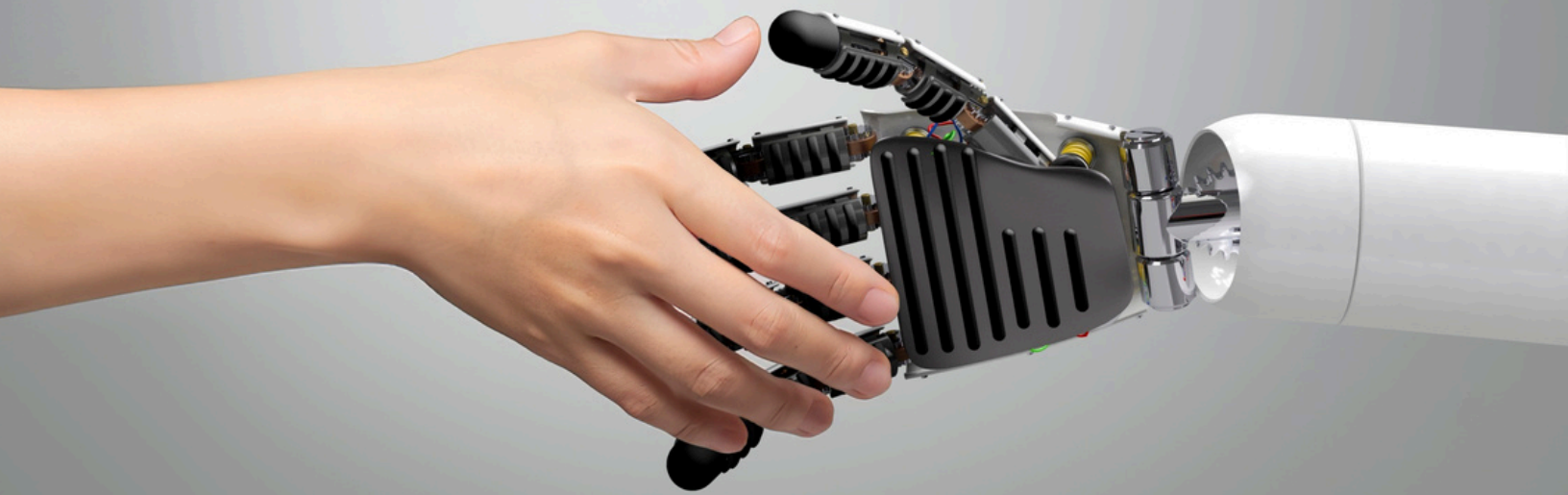
“Hello, this is Cell Phone Repair.

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)

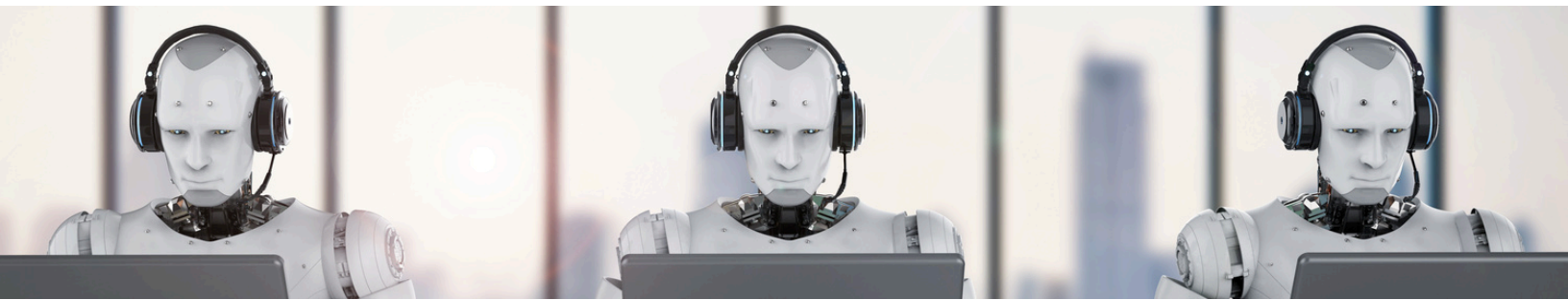
When the customer presses 2, the call automatically transfers to your Voice Chat, which is powered by the RFA Voice AI Receptionist/Tech Assistant.

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.



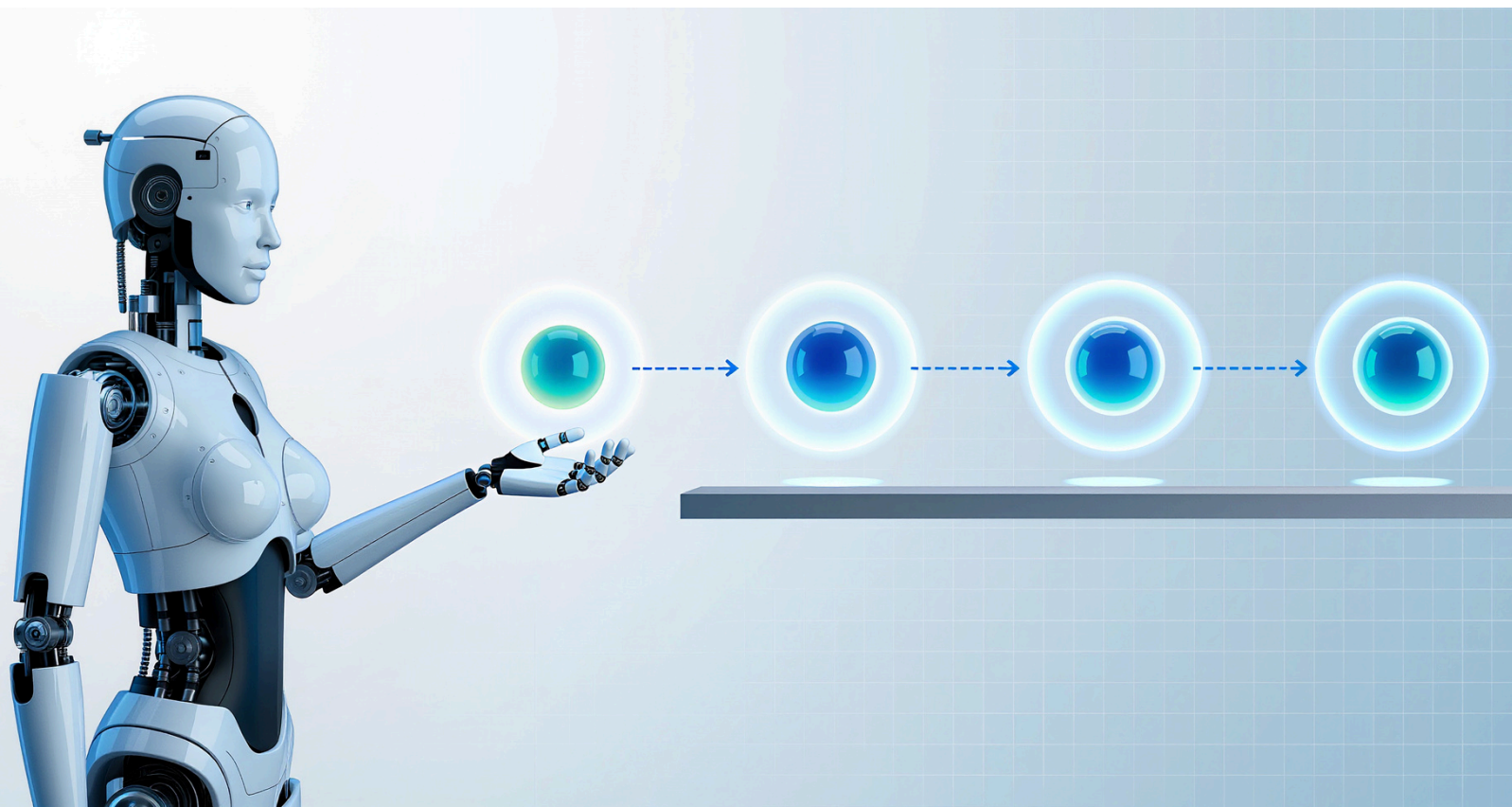
OPTION 3: REPAIR STATUS UPDATES (AUTOMATED OR LIMITED HUMAN LOAD)

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 live 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.